

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.43

LIBRARY
RECEIVED
★ MAY 2 1934 ★
U. S. Department of Agriculture



VEGETABLE

SEED TRIALS

Marigold Guinea Gold (See Page 3)

HORTICULTURE

Emma V. White Company
MINNEAPOLIS 1934 MINNESOTA

A "New Deal" for Flower Lovers

If You Are Buying Seed It Is Important You Read This Message Carefully.

For many years I have been sure that most, if not all of my customers had a keen desire to plant liberally of the newer varieties, but unfortunately the expense of field trials, roguing and re-selection, has added to the expense of these finer kinds to such an extent that many feel they cannot afford a full garden of the newer and finer varieties. I have always felt that if you, my customers, would order twice as many packets of the better kinds, that with that increased volume, I could cut the price in two, still make a moderate profit, and give each of you a **FULL GARDEN OF THE BEST FLOWERS AT NO GREATER COST THAN YOU NOW PAY FOR THE COMMON KINDS.**

I have decided to try this plan for 1934, and the response which you make will determine whether I can continue it for future years or not. I consider the plan the **GREATEST OPPORTUNITY FOR GARDEN LOVERS IN THE HISTORY OF THE SEED BUSINESS.**

Of my finest varieties of flower seeds, those which appeared in last year's catalogue, are repeated this year at the same price. The new 1934 varieties appear at prices below similar listings of other seed houses, dealing in the same grade of seeds. **THERE HAS BEEN NO INCREASE IN COST** although expenses are greater this year than last. **ON TOP OF THIS SAVING, I AM CUTTING THE PRICE OF THESE VARIETIES EXACTLY IN HALF!** The only qualification is that it will be necessary that you order several packets of each kind (although you have choice of variety and color). For example: Dahlia Flowered Zinnias listed last year at 20c per packet (most reputable seed houses listed these at from 20c to 35c for standard packet). My price for this year is 20c per packet but if you order **FIVE PACKETS** the **PRICE IS 50c or 10c per packet.** Likewise Golden Gleam Nasturtium if ordered with the **NEW ANNUAL CANTERBURY BELL**, or if two packets of the Nasturtium are ordered, will cost you the sum of 7½c per packet, as compared with the price of 5c for the common mixed nasturtium. Other similar prices will be found on each of the pages describing my best varieties. One other thing—it should be quite clear that if any customer should only order 2 Packets of Nasturtium Golden Gleam at 7½c per packet, and nothing else from the catalogue, I would be forced out of business before the 15th of March. Therefore I am requiring that each order must total \$1.00 in order to participate in these prices.

A "New Deal" for Garden Lovers

Under this plan it is just as easy to order named varieties as mixtures, and for the good of your garden I suggest that you buy in this way, and plant either in solid blocks of color, or if you prefer a mixed planting, plant from named varieties, thus assuring the best in variety and color.

THIS IS THE CHANCE YOU HAVE ALWAYS WANTED AND WAITED FOR. Just think, if last year you ordered two packets of Dahlia Flowered Zinnia, you paid 40c. This year for 10c additional you can obtain **FIVE PACKETS** and your choice of variety. I urge you to take full advantage of this offer on my part which is made with the sincere effort to **GIVE YOU BETTER SEEDS AT NO INCREASE IN COST** to you. After you have your order all ready to mail, whether it be for \$1.00 or \$3.00 or \$5.00, if you can find a way to add a few more packets to your order it will express to me your appreciation of the "NEW DEAL" that I am trying to give you in seeds. My total sales must be double (which means that each customer must order twice as much) to make it possible to continue this offer another year.

Yours for better flowers,
EMMA V. WHITE.

Helpful Hints!

FLOWERS FOR THE HOUSE—See Page 22.

BEDS AND BORDERS—Alyssum, Ageratum, Phlox, Portulaca, Verbena, Asters, Calendula, Calif. Poppies, Centaurea, Gaillardia, Marigold, Mignonette, Snapdragon, Statice, Strawflowers, Sweet Pea, Zinnia.

FOR EARLY BLOOMING—Ageratum, California Poppies, Larkspur, Pansies, Petunia, Phlox, Poppies, Sweet Alyssum, Sweet Pea.

FOR FALL BLOOMING—Celosia, Cosmos, Asters, Scabiosa, Salvia, Stocks, Verbena.

FOR FRAGRANCE—Abronia, Candytuft, Carnation, Heliotrope, Mignonette, Alyssum, Sweet Peas, Sweet Sultan.

FOR PARTLY SHADY PLACES—Anchusa, Achillea, Asperula, Balsam, Cyclamen, Forget-me-not, Foxglove, Mimulus, Primula, Valeriana, Vinca.

WHITE—Asters, Baby's Breath, Feverfew, Mignonette, Moonflower, Phlox, Poppies, Zinnia.

PINK AND ROSE—Aster, California Poppies, Celosia, Cosmos, Larkspur, Moonflower, Nasturtiums, Petunias, Pinks, Scabiosa, Snapdragon, Stocks, Strawflowers, Sweet Peas, Verbena, Zinnia.

RED SHADES—Asters, California Poppy, Candytuft, Cardinal Climber, Celosia, Cosmos, Chinese Pinks, Mignonette, Nasturtiums, Pansy, Poppies, Phlox, Salvia, Scabiosa, Snapdragon, Scarlet Runner, Sweet Peas, Verbena, Zinnia.

BLUE AND PURPLE—Ageratum, Asters, Blue Lace Flower, Bachelor Buttons, Hyacinth Bean, Forget-me-not, Larkspur, Lobelia, Pansy, Petunia, Scabiosa, Statice, Sweet Peas, Verbena.

YELLOW AND ORANGE—Bartonia, Calendula, California Poppy, Calliopsis, Canary Bird, African Daisy, Feverfew, Gaillardia, Marigold, Nasturtiums, Pansy, Snapdragon, Strawflower, Tagetes, Zinnia.

*Arctotis Hybrids*

ARCTOTIS HYBRIDS

Another of the lovely flowers which have come to us lately from Africa. The hybrids come in a brilliant assortment of showy daisy-like flowers predominating in orange and bronzy red shades, but also comprising many lovely shades of rose, cream, yellow and salmon. In the milder climates they may be classed as a perennial, but in the northern latitudes they are better treated as an annual. They flower within six months from seed, and bloom profusely through the hot summer season. Pkt. 15c.

DIANTHUS—Sweet Wivelsfield

Few flowers can compare with Sweet Wivelsfield for wealth of color and length of flowering period. This new race of hardy plants is a cross between Dianthus Allwoodii and Sweet William, with larger flowers and a wider range of colors. One of the most brilliant perennial Dianthus in cultivation. Everyone should have this. Pkt. 15c.

DWARF FEATHERED COCKSCOMB—Fire Feather

Attains a height of 12 inches, consisting of 15 to 20 branches of even length, all terminated by brilliant feathery cockscombs. Fine for bedding and also good for pots. Pkts. 15c.

"NEW DEAL" PRICE—THREE PACKETS 23c (With \$1.00 order)
 Your selection from above varieties. Not more than six packets sold to one customer at reduced price.

DOUBLE-SWEET SCENTED NASTURTIUM

GOLDEN GLEAM

One of the outstanding introductions of recent years. May be planted in bed or as specimen plant or in pots. Delightfully fragrant, and truly double. Pkt. 15c.

ANNUAL CANTERBURY BELL

Few flowers are more popular in the spring garden than Canterbury Bells, and we have always wished we might have them over a longer season. This is now possible, and without waiting a whole year for the first flowers from seed. The new Annual Canterbury Bells make a plant that is loaded with flowers less than five months after the seed is sown, and by making successive plantings all through the early spring we can have these lovely flowers all through the summer and early fall. The colors are the same as in the perennial type, including the various shades of blue, pink, rose and white. Pkt. 15c.



"NEW DEAL" Price—2 Packets 15c (With \$1.00 order). Your choice of above varieties. See details of "New Deal" prices on inside front cover.

EMMA V. WHITE'S ZINNIAS

For many years my name has been closely associated with fine Zinnias, and the development of this popular flower has been a source of great pleasure and satisfaction to me. I list, for your 1934 garden the best of the New Giant Mammoth, Dahlia Flowered, and five colors of the Liliput or Baby Zinnias. Those of you who have planted Red Riding Hood the past few years need no introduction to this charming class of Zinnias.

One of my customers in Minnesota when asked what one flower she would grow if compelled to give up all others, quickly responded "Zinnias." Her Zinnia garden of Dahlia Flowered, Red Riding Hood, Rosebud and other varieties was one of the grandest sights I ever hope to see. With small spruce and White Pine for a background, to set off the color, ranging from deepest crimson to the beautiful lighter shades, no display of flowers, which I have ever seen, could be more gorgeous.

To get the most beauty and enjoyment from your Zinnias—I would like to suggest that you try this for 1934—order only named varieties and plant in blocks of solid colors. The effect will then do justice to your garden and the display will be the talk of the town. Most seed catalogs listed the Dahlia Flower Zinnia at from 20c to 35c per packet last season, and my price was 20c. In keeping with my experiment for this year, described on page 1, I am offering these at equivalent of 10c per packet. I am doing this to enable you to have a full Zinnia section this season, and I can not offer this another year, unless I sell twice as many packets to you as last year. Here is the chance you have always wanted and waited for. Think of being able to buy this gorgeous flower at no more per packet than you pay for the ordinary old fashioned Zinnias. I expect that your response to this offer will be overwhelming, and as there is always the possibility of running out of seed, please get your order in early.

I have raised some of the loveliest Canterbury Bells from your seed this year.

HATTIE S. TILLOTSON, Salisburg, Mo.

I am one of the exhibitors at the flower show here. Your Asters and Zinnias were much commented on.

MRS. N. P. THAYER, Worcester, Mass.

GIANT MAMMOTH ZINNIAS



Zinnia California Giant or Mammoth Scarlet Gem

ZINNIA CALIFORNIA GIANT or MAMMOTH. This variety has rapidly gained in popularity in recent years, and this improved type is valuable to use as a background. The plants are taller than the Dahlia Flowered 3 to 4 feet, with long stems which adapt it particularly for use as a cut flower. The blooms are very large and flat, giving an unusually graceful effect.

CERISE QUEEN. Beautiful cerise rose.

DAFFODIL. A striking new canary yellow.

GRENADIER. Gorgeous bright, dark red.

LAVENDAR GEM. Deep lavender.

SALMON QUEEN. Beautiful salmon rose.

SCARLET GEM. Glowing deep scarlet.

MIXED. Mixture of many beautiful kinds.

Per Packet, 20c.

“NEW DEAL” Price—Five PACKETS, 50c (With \$1.00 order). Your choice color and variety. Not more than 10 packets to a customer at this reduced price.

Every Zinnia Seed came up. Have never had finer Aster plants.

MRS. T. H. BOGGS, Aberdeen, Miss.

Giant Dahlia Flowered Zinnia



GIANT DAHLIA FLOWERED ZINNIA. Perhaps no one flower has ever won as many awards of merit and prizes at flower shows as Dahlia Flowered Zinnia. Our customers have heard us praise this flower each year, and judging from the repeat orders which we get each year, it appears that everyone who once plants Dahlia Flowered Zinnias, always plants them. Plants are of medium height, 2 to 3 feet, bearing many long stems of the beautiful double, huge flowers, which resemble the new show type of Dahlia. Our color range is more complete this year than ever. Plant in blocks of solid color to get the most impressive display. Per pkt., 20c.

BUTTERCUP. Immense deep creamy yellow.

CRIMSON MONARCH. Fine deep crimson.
Flowers very large.

DREAM. Deep lavender, turning to purple.

EXQUISITE. Light rose, with dark rose center.

LUMINOSA. Bright pink with suffusion of salmon.

METEOR. A rich glowing red.

ORIOLE. Deep orange and gold bi-color.

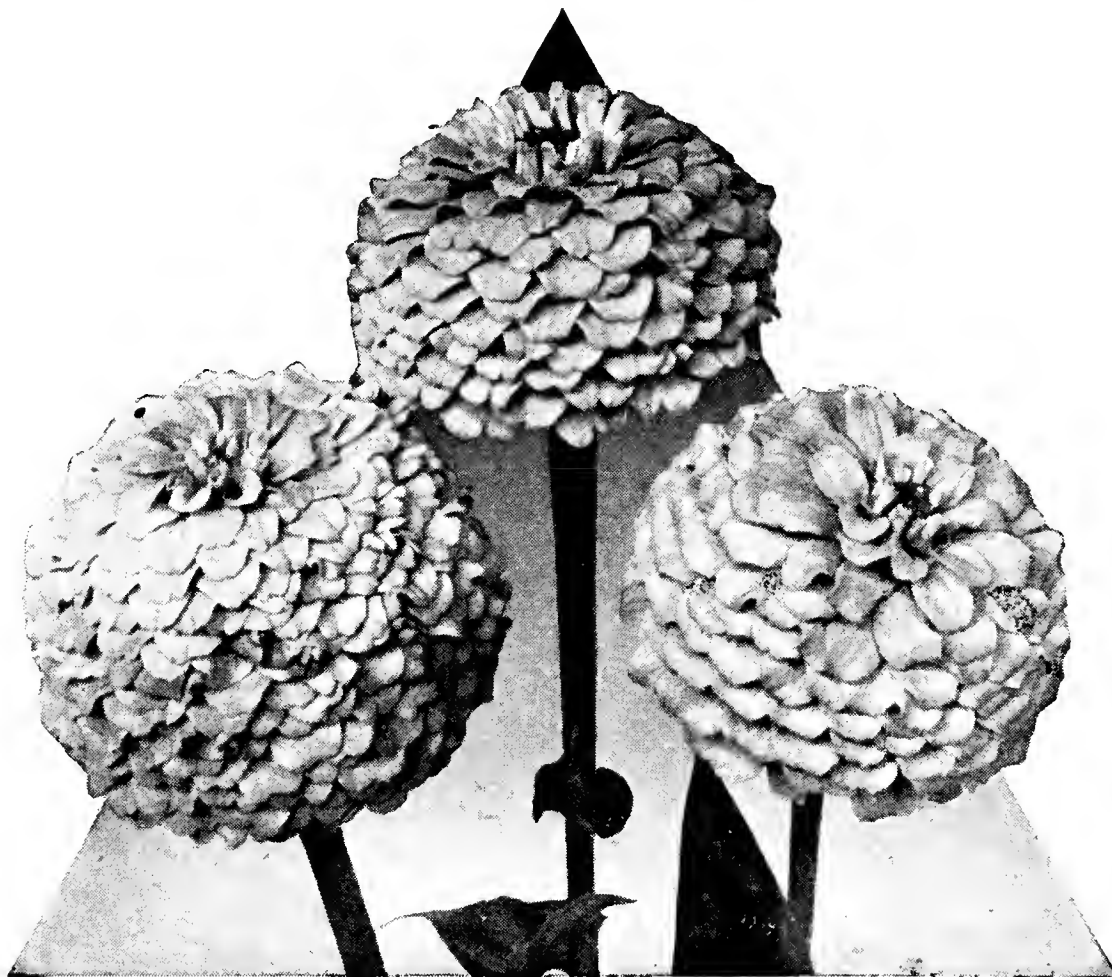
POLAR BEAR. Best white yet seen in Zinnias.

SCARLET FLAME. Bright scarlet with blending of orange.

GOLD MEDAL MIXTURE. A well blended mixture of the best colors.

NEW DEAL PRICE—5 pkts. for 50c. (Total order must amount to \$1.00.) Not more than 5 pkts. of above to one customer at these reduced prices.

Special Florist Strain
Lilliput, Pom Pon or Baby Zinnias



Lilliput Zinnias

LILLIPUT, POMPON or BABY ZINNIAS. This dwarf flowering type is not only fine for the border but is also excellent for use in pots or window boxes. The varieties listed below are the most profuse bloomers. Greatest growth is about 18 inches high and plants are literally covered with blooms about one inch in diameter all summer. As a table or house bouquet, these dainty little flowers are unexcelled. I received many favorable comments on these in my own garden this past season.

GOLDEN GEM. The best golden yellow.
LILAC GEM. An unusual variety. Lilac.
RED RIDING HOOD. Gorgeous scarlet red.

ROSEBUD. Pleasing rose-pink.
WHITE GEM. A beautiful pure white.
MIXED. A mixture of choice kinds.

Per pkt. 10c

"NEW DEAL" Price—SIX PACKETS, 30c (With \$1.00 order). Your choice any six from this page. Not more than SIX packets sold to any one customer at this price.

NEW MARIGOLD—Guinea Gold

(Illustrated on Front Cover)

A distinct type of graceful habit, growing 2 to 2½ feet high, and producing flowers 2 to 2½ inches across, of a brilliant orange with double ruffled, loose leaf petals. Valuable as a cut flower for florists' use and is now in great demand. Pkt., 15c.

NEW DEAL PRICE—2 Pkts. 15c. Not more than 2 pkts. to a customer and total order must amount to \$1.00.

World's Most Beautiful Asters

For thirty years I have specialized in the growing of this superb florist's flower—the ASTER. No seed house in existence, whether large or small can offer any finer seed. I offer this year such choice sorts as the Improved Giants of California, the Giant Mammoth Peony Flowered Aster Silvery Rose, and the greatest Aster introduction of recent years—THE NEW SUPERB ASTER—LOS ANGELES, which you will find more fully described on page 12. I sincerely believe that this new race of Asters promise to supersede all other strains for cut flower use.

CULTURE: Asters can be grown with ease if a few simple directions are followed. Ask for leaflet "Culture of Aster," when you order.

To get the best results from your Asters, plant the Early Medium and Late Blooming, so that you will be sure to have continuity of bloom.

March 24, 1932.

Dear Miss White:

As I wish to raise Asters for Exhibition purposes this year I am sending my order of seeds to you as I have won prizes on your Asters for many years. I surely consider your Asters the best I have ever used. If you wish you can use this letter or refer to me.

Mrs. A. S. Pence, Duncan Mills, California.

EXHIBITION ASTERS

These are the finest strains which we have been able to grow in California. Immense blooms—good for cutting—good keeper.

EXHIBITION DARK BLUE AND PURPLE ASTERS

A mixture including these shades in the Comet, Crego, Invincible, Queen of the Market and Semple's and Royal and Upright classes. 7 sorts. PKT. 10c.

EXHIBITION DEEP PINK AND ROSE ASTERS

A mixture of these shades in the following classes: Comet, Crego, Crimson Giant, Invincible, King, Royal, Upright and Semple's; also Lady Roosevelt; 9 sorts. PKT. 10c.

EXHIBITION LAVENDER ASTERS

A mixture including lavender shades in the Comet, Crego, Invincible, Queen of the Market, Royal and Semple's classes; also Vick's Lavender Gem; 7 sorts. PKT. 10c.

EXHIBITION LIGHT PINK ASTERS

A mixture of light pink, including all the light pink shades listed under Comet, Crego, Daybreak, Invincible, Peerless Pink, Rochester, Queen of the Market, Upright and Semple's classes; 9 sorts. PKT. 10c.

EXHIBITION WHITE ASTERS

A mixture including Comet, Crego, Invincible, Rochester, Purity, Queen of the Market, Upright and Semple's; 8 sorts. PKT. 10c.

EXHIBITION MIXED

This is a special mixture which we make ourselves, including large-flowering varieties only, in an attractive range of colors, especially designed for those who are growing for exhibition or commercial purposes, and we do not hesitate to class it with the best on the market. PKT., 75 SEEDS, 8c; $\frac{1}{8}$ OZ., 40c; $\frac{1}{4}$ OZ. OF ANY VARIETY EXHIBITION ASTERS, 40c.

New Varieties for 1934

Everyone marveled at the size and beauty of the Asters.

Mrs. Wm. H. Powers, Columbus, Wis.

ASTER LILLIPUT FLOWERED

Comparing in size with the Lilliput Zinnias, these baby flowered asters fill a very definite place in the border or cutflower garden. The flowers are tiny and buttonlike in form, coming in profuse clusters on medium length stems, lending themselves very gracefully to flower arrangement or for a colorful border in the garden. The colors are bright and clear cut, some varieties having a deeper zone at the center.

ASTER GIANT MAMMOTH PAEONY FLOWERED ROSEBUD

The color of this aster is that rare, clear deep rose which reminds one of a newly opened rosebud, still fresh with dew. The flowers are large, well formed and fully double, borne on the long stout stems characteristic of the Paeony Flowered type. Whether in the garden or in bouquets, Rosebud is a lovely addition to this large flowered strain of Asters.

ASTER GIANT MAMMOTH PAEONY FLOWERED SILVERY ROSE

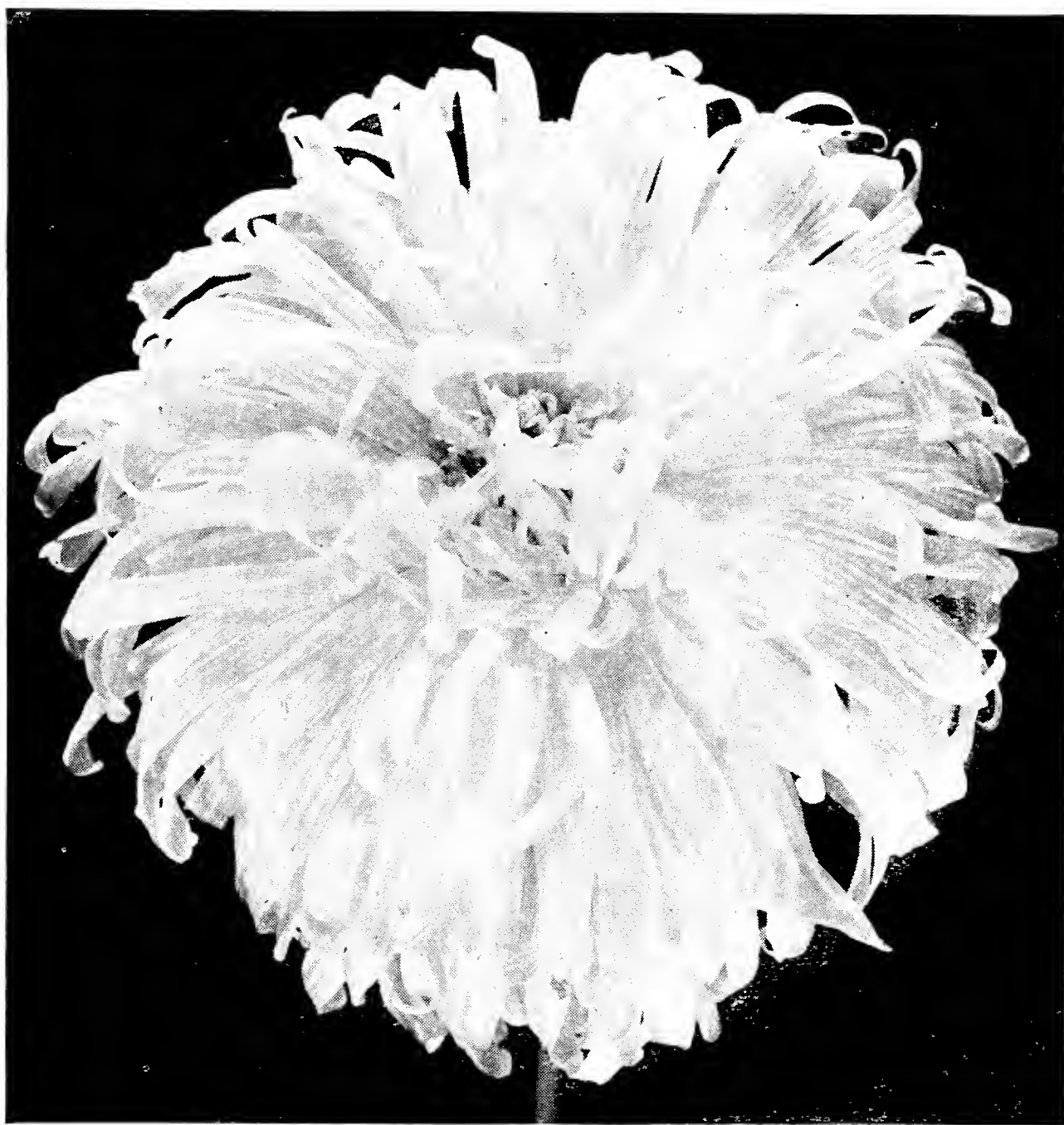
Delicate lavender pink, full petaled, large, and fully double, with just a suggestion of silvery white at the tips, this is an aster which is unique in this class. Excellent for cut flower use, the plants are fine for bedding use as well.

Above varieties, per pkt., 25c. (For "New Deal" price see page 11.)



Aster Giant Mammoth Paeony Flowered Silvery Rose

New Varieties for 1934



Aster Improved Giants of California White

This beautiful curled and interlaced flower stands at the head of the list of the finer type Asters, not only for florist's use but also for private gardens, where quality is appreciated. Characterized by the well known Crego or Ostrich Feather type of flower, combined with the long non lateral stems and sturdy habit of growth of the Beauty type, this improved strain demands a place in every garden. The large flowers are packed with broad, graceful petals, borne on stems over two feet long, and plants grow from two to three feet in height, starting to flower in early July and continuing until frost. Above is a reproduction of the White, taken from blooms in my trial gardens, the past summer.

I CONSIDER THIS A MOST WONDERFUL VALUE AT PER PACKET, 25c.

PEACH BLOSSOM (opens white, flushes pink). DEEP ROSE—LIGHT BLUE—WHITE—MIXED.

"NEW DEAL" Price—FOUR PACKETS, 50c (With \$1.00 order). Your choice any four packets described on pages 10, 11, 12. Not more than eight packets to one customer at this price.

New Varieties for 1934



Aster New Super Giant Los Angeles

Asters raised from your seed were mistaken for Dahlias.

Mrs. Laura Burgess, Plain, Wash.

Through cooperation with the originators, we now offer our customers the first of a new race of Asters, which promises to supersede all other strains for cut flower use.

It is of the general habit of the Giants of California, but earlier and much larger than any of the Giants of California type yet introduced, hence the name, Super Giant Los Angeles. But, while the flowers are large, they are most artistic, due to the unusual curling and interlacing of the petals, giving a light feathery effect. The chief difference in flower form between this strain and the Giants of California is in a deeper, fuller centered flower in the new strain.

The color is a pure shell pink, one that has been entirely lacking in the Giants of California. We suggest that Los Angeles be used to round out the color range in the Giants until a full color range has been developed in this Super Giant race. The stems are stronger than in the Giants of California, and unusually long, while no disbudding is necessary due to the non-lateral habit.

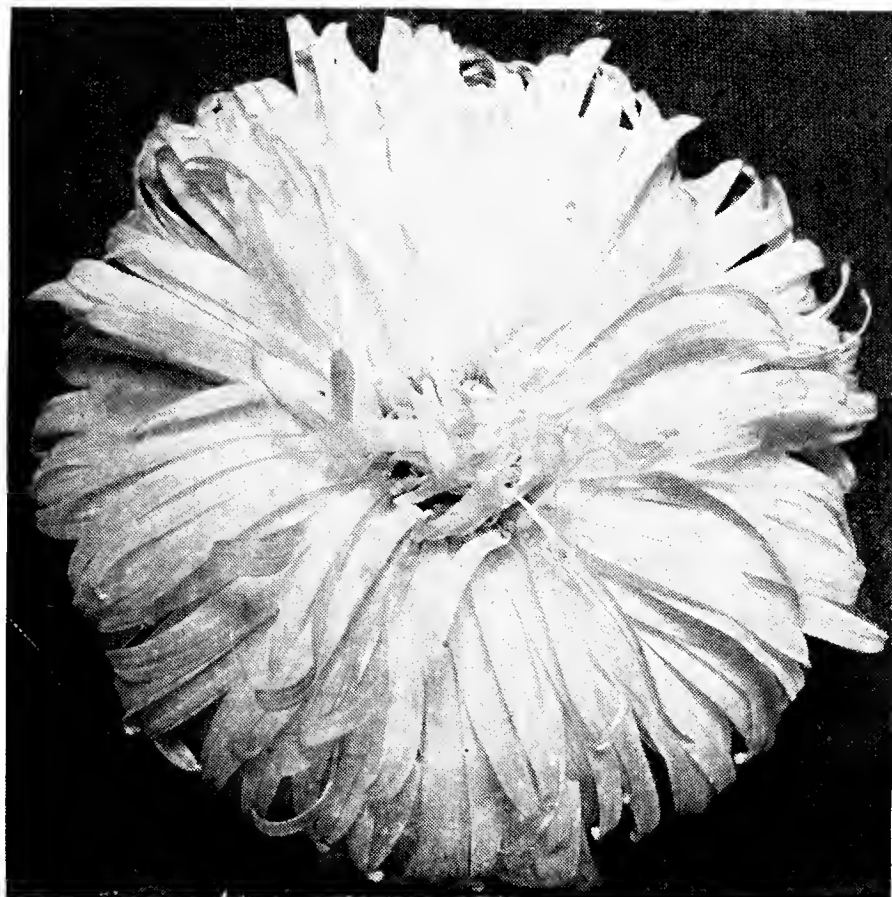
PRICE PER PACKET, 25c. (For "New Deal" price see page 11.)

EMMA V. WHITE'S American Beauty Asters

Similar in type and growth to the Late Branching Asters, large, full flowers with incurve petals and stout stems from 15 to 24 inches in length and longer flowering than any other aster. Should be planted early to give it a longer season of growth and it will continue blooming until killed by the frost. Especially desirable for cut flowers and recommended for florists' use.

ROSE, PKT., 10c; LAVENDER, PKT., 15c; PURPLE, PKT., 10c; SEPTEMBER PINK, PKT., 15c; $\frac{1}{4}$ OZ., \$1.00. WHITE OR MIXED, PKT., 10c

COLLECTION NO. 903—One packet each, five colors American Beauty Aster, 40c.



American Beauty

PEERLESS ASTERS

Said by experts to be the best shell-pink of its type. It is a cross between the pink Crego and late-branching shell-pink, but is more closely related to the latter class in form, color and season of flowering. They bear immense flowers, 4 and 5 inches across, of a beautiful rose or shell-pink color. PKT., 60 SEEDS, 8c; $\frac{1}{8}$ OZ., 40c.

HEART OF FRANCE ASTER

Claimed to be the best red aster ever introduced. Opens red and retains its remarkable beauty to the very end. Plants large and robust, branching type, long stems with few laterals. Flowers large and full, with never a trace of hollow center. Mid-season. PKT., 15c; $\frac{1}{8}$ OZ., 75c.

ASTERS—CALIFORNIA SUNSHINE. The new sunshine Asters are truly a beautiful type. The blooms are especially artistic, the outer petals being long and narrow, whereas the center petals are tubular in shape. Stems measure two to two and one-half feet making this variety excellent for cutting. The flowers themselves are very dainty. We offer California Sunshine in a mixture including Flesh, Pink, Carmine, Lavender and Violet at a price which should make this new novelty very attractive.

PKT. 15c; TRADE PACKET 25c

ASTER—PEERLESS YELLOW. We have been working for several years to obtain a good yellow aster and have at last developed one that is extremely good. It can be described as of American branching habit, height about two feet, flowers of good size and form, petals slightly incurved but with no trace of quills as in the earlier forms of yellow asters. The color is a deep yellow when first opened and fades slightly as it ages. PACKET 20c; TRADE PACKET 35c

IMPROVED EARLY WONDER

These are the earliest blooming of the Asters, commencing to bloom the last of June. Flowers are large, full and well formed and the plants are of upright habit of the Comet type.

ROSE, LIGHT BLUE, LAVENDER, WHITE, DARK BLUE, MIXED, PER PACKET, 8c.

ENCHANTRESS ASTERS

A splendid Aster. The plants are upright in habit, bearing immensely large flowers on long, strong stems. The color is soft pink, like that of the popular Pink Enchantress Carnation. The blooming period is an advantage, too, as they come between the mid-season and the late-blooming sorts. PKT., 75 SEEDS, 8c; $\frac{1}{4}$ OZ., 60c.

BALL'S WHITE FLOWER

is a sphere of pure white petals, borne on a long, stout stem, a mid-season variety. PKT., 15c; $\frac{1}{8}$ OZ., 50c.

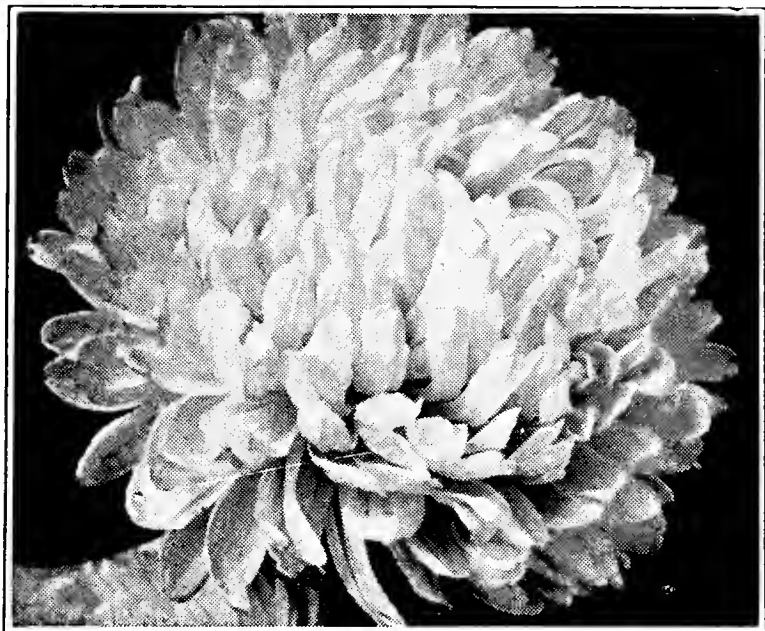
GIANT CREGO ASTER

Pronounced by many the best Comet, or Ostrich Plume strain. The blossoms measure 4 to 5 inches, their graceful Chrysanthemum effect being heightened by the much twisted petals. PKT., 100 SEEDS, 5c; $\frac{1}{4}$ OZ., 40c. LAVENDER, PURPLE, WHITE, ROSE, MIXED.

Queen of the Market Asters

If you want asters at the earliest possible date, this should be in your purchase. It comes from 2 to 4 weeks earlier than any other sort and is besides a handsome flower. PKT., 100 SEEDS, 5c; 3 PKTS., 12c; 1/4 OZ., 40c.

CRIMSON, BLUE, ROSE, LAVENDER, MIXED, PINK, PURPLE, WHITE.



White Perfection Aster

ASTERS

Giants of California
See page 11

VICK'S CARDINAL

A dark red aster, splendid for bedding, making a brilliant show from early August till the close of the season. Used in a mass they are as handsome as a bed of geraniums. PKT., 50 SEEDS, 8c; 1/8 OZ., 40c.

WHITE PERFECTION

In form it is like the Upright Branching, the plants being tall, with abundant flowers of exquisite shape and very double, the centers strongly whorled, and with long, strong stems, splendid for cutting. PKT., 50 SEEDS, 8c; 1/8 OZ., 40c.

SENSATION ASTER

This is the best brilliant red Aster that can be had. PKT., 8c; 1/4 OZ., 50c.

GIANT COMET ASTERS

A splendid new type of the Ostrich Plume Aster, with large Chrysanthemum-like flowers. PKT., 50 SEEDS, 5c; 1/4 OZ., 50c.

LAVENDER, PURPLE, WHITE, ROSE, CRIMSON, MIXED.

IMPERIAL DAYBREAK

Blossoms are very double and compact and have always been a favorite with florists, both because of their medium early-flowering period and for their own peculiar beauty. PKT., 75 SEEDS, 8c; 1/8 OZ., 45c.

PURITY, DAYBREAK (Pure White), PINK DAYBREAK, LAVENDER DAYBREAK, SALMON PINK DAYBREAK, MIXED, ALL COLORS.

PEONY FLOWERED

One of the handsomest sorts, with very double, ball-like flowers, resembling a Peony or some of the new Chrysanthemums. PKT., 100 SEEDS, 5c; 1/8 OZ., 30c.

LADY ROOSEVELT ASTER

This is an exceedingly mammoth Aster and is a rampant grower, producing immense flowers, 5 to 6 inches in diameter. The long, broad petals are curled, giving an appearance of a graceful chrysanthemum. Color of a deep rose-pink. PKT., 75 SEEDS, 8c; 1/8 OZ., 35c.

VICK'S LAVENDER GEM

The best Lavender Aster. Comet form and excelling all other Lavender Asters in its delicate shade. PKT., 50 SEEDS, 8c; 1/8 OZ., 40c.

ASTER—EVERLASTING ROSE. Five years ago we introduced the Everlasting Flesh Aster which when cut and dried retained its color and shape. The past season we found a similar mutation in rose which adds another shade to this odd or fancy type of Aster. For a winter bouquet in your home be sure and plant Everlasting Rose.

PACKET 15c

American Branching Asters

This magnificent aster, an improved strain of Semple's branching, produces large double flowers borne on long, stiff stems and prized by florists for cut flowers. Excellent bedder. Use with Queen of the Market and Comet types and have a succession of beautiful asters from mid-summer to first frost. PKT., 150 SEEDS, 8c; 3 FOR 20c; 1/4 OZ., 50c. (Late variety.)

WHITE, ROSE, CRIMSON, PINK, PURPLE, LAVENDER, MIXED.

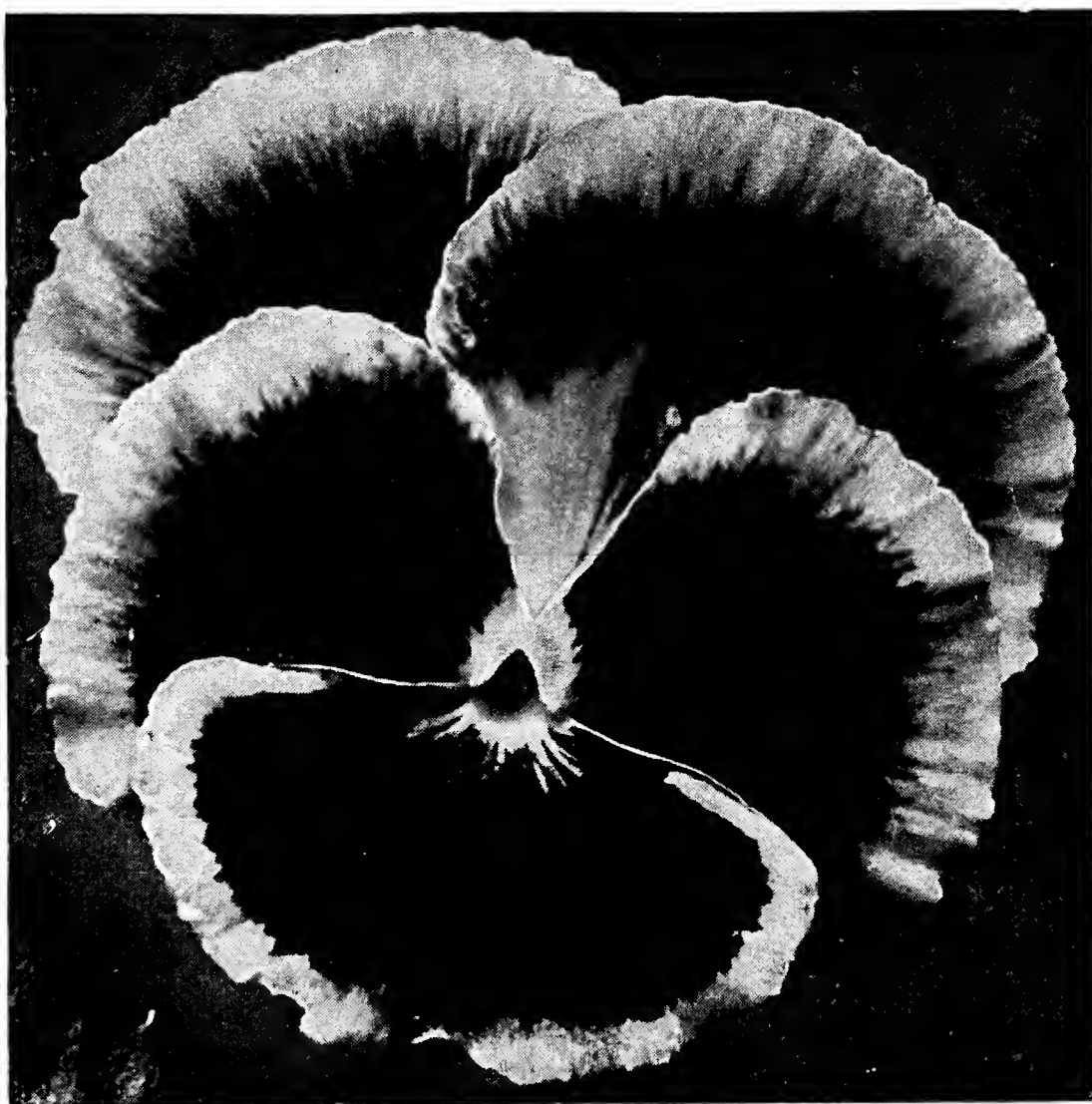
Emma V. White's Pansies

Pansies in addition to being profuse bloomers are easily grown from seed. For best results start the seed indoors early in March or outdoors as early as the ground can be prepared. If sown during August and September the plants will bloom very early the following spring. We have listed only the finest varieties.

PANSY ENGELMANN'S STRAINS

Nowhere are pansies more loved or better understood than in England, the home of Mr. Engelmann. In the Engelmann establishment an infinite amount of care is taken to produce nothing but the finest types of extra large pansies in a great variety of shades. The Special Strain is the old Scottish Show type, reselected to a strain of immense flowers, in the bronze and reddish shades. The Giant Strain has a wide range of colors, both dark and light. Both strains are compact and early flowering. The mixture which we offer is very fine. Pkt. 25c.

"NEW DEAL" Price—THREE BEST PANSIES—38c (with \$1.00 order). Choice of Engelmann's, Triumph of Giants and Mammoth Blotched. Not more than six packets sold to any one customer at this reduced price.



Most Wonderful Pansies of All Time!

TRIUMPH OF THE GIANT PANSY

(Original Strain)

Unquestionably the grandest pansy ever produced. The plants distinguish themselves by their robust growth and form compact bushes with strikingly large, healthy looking foliage. The imposing five spotted flowers are of enormous size, original structure and unusual substance. The individual petals are exceedingly broad and cover each other in such a manner as to make the flowers appear almost double. The border of most every petal is conspicuously undulated and curled which grants the flowers a striking and very peculiar appearance entirely new to this class of plant. The beauty, brilliancy and richness of color being most striking; also very rare and new tones of red and brown are met with in these flowers. MIXED, PER PKT., 25c; LARGE TRADE PACKET, 50c.

NEW SUPERB MAMMOTH BLOTCHED GIANT PANSIES

By far the most beautiful, most striking Pansy we have ever offered. The plants are of very robust growth with exceptionally vigorous foliage. Produces five-spotted flowers of enormous size on long, graceful stalks. Individual petals are exceedingly broad and cover each other in a manner which makes the flowers appear double. The border of nearly every petal is undulated and curled, making an appearance entirely new to the pansy family.

Most noticeable of all in this wonderful strain is the brilliancy and richness of color. Mixture contains many different colors including some entirely new shades of red and brown. Our quantity of seed is limited, so would advise early selection. Order some of these seeds this year and your Pansy Garden will be the talk of the town.

TRIAL PKT., 25c; LARGE TRADE PKT., 40c; 1/8 OZ., \$2.00

PANSY, FIRE KING

One of the finest pansies produced in recent years. Color a fiery red. Vigorous growth and produces a flower of rare merit. PACKET 15c.



Giant Pansy

DANISH BEAUTIES

Remarkably beautiful new strain of Pansies in mixture, composed of rich self-colors and large flowers with curled petals. A bed of this class creates a peculiarly bright and light appearance. PKT., 100 SEEDS, 10c; TRADE PKT., 50c; 1/4 OZ., \$1.60.

COLLECTION NO. 113. One packet each of Giant Exhibit, Mammoth Blotched and Danish Beauty Pansies, 38c.

EXHIBITION PANSIES

Especially selected. We are offering this season, in this carefully selected strain from only the largest and most perfect flowers, the best Pansy strain we have ever sold. It includes our attractive frilled Masterpiece, the many unusual shades of Madam Perret, or Red Pansies, and all our other charming named varieties of the Giant-flowering sorts, and is unexcelled in size, variety and beauty of bloom.

PKT., 100 SEEDS, 12c; TRADE PKT., (about 1,000 seeds), 75c; 1/4 OZ., \$2.25; OZ., \$8.00.

FINEST MIXED PANSIES

A splendid mixture, including all the best bedding varieties, together with numberless other shades and combinations, a rare mixture. PKT., 100 SEEDS, 5c; TRADE PKT. (1,000 SEEDS), FOR 30c; 1/4 OZ., \$1.00.

SWEET SCENTED PANSIES

Viola Cornuta or Tufted Pansy. The latest fad in parks and gardens. They are a cross between the pansy and the violet, and have the delightful perfume of the latter with blossoms more like the pansy, only much smaller. Plant them in masses and they will cover the beds with sheets of bloom throughout the season. Mixed. PKT., 100 SEEDS, 6c; 1/8 OZ., 45c.

GIANT PANSIES

KING OF THE BLACKS. New, nearly all jet black, very beautiful.

MAHOGANY COLORED. True mahogany, very impressive variety.

PRINCE BISMARCK. The color of this beautiful pansy is gold-bronze-marbled. Choice German seed imported especially for us.

VIOLET BLUE. A charming new color, very rare. Price of the above varieties, PER PACKET, 100 SEEDS, 10c; 3 PACKETS, 25c.

Everlasting or Straw Flowers

Grow these for winter bouquets and for garden decoration. They will bloom freely all summer with hardly any care and can be cut and dried for winter. We have some new and better varieties this year.

Everlasting flowers, when wanted for winter bouquets, should be picked before fully open, and hung head downward to dry. PKT., 5c; ANY 3 PKTS., 12c; 1/8 OZ., 15c.

ACROLINIUM ROSEUM. One of the most beautiful Everlastings. Flowers are double, a delicate rose pink with golden center. PKT., 75 SEEDS.

GLOBE AMARANTH. The plants bear great quantities of clover-like blossoms. Attractive in bud and flower. Mixed. PKT., 75 SEEDS.

HELICHRYSUM MONSTROSUM. Straw flower. The blossoms are large and extra double in many shades of yellow and scarlet, about as showy as Asters. Mixed. PKT., 150 SEEDS.

RHODANTHE. Flowers are deep blood red, rose and yellow shades, with dark eyes. Mixed. PKT., 125 SEEDS.

STATICE LATIFOLIA, or Sea Lavender. Large clusters of delicate pale lavender flowers, splendid for garnishing a bouquet.

STOCKS

MAMMOTH EARLY BRANCHING NICE

This improved variety is now quite generally recognized as the most valuable of all stocks for cutting purposes and the most popular for general use. If sown early they come into flower as early as dwarf 10 week varieties; the flowers are larger and the branching habit renders them invaluable. We list below the choicest of the varieties, at 10c per packet:

Lilac

Belle of Naples, old rose

All colors mixed

Crimson King, brilliant crimson

Almond Blossom, white tinted carmine

Light Blue

DWARF EARLY STOCKS MIXED. Large flowering, brilliant shades and among the earliest to bloom. PKT., 75 SEEDS.

DRESDEN PERPETUAL (Cut, and Come Again). Rose. Best for cutting.

PKT., 5c; 1-16 OZ., 35c

I have never found any stocks like your dwarf early.

Mrs. Jennie Clements, Monroe, Maine.

Novelty from Holland ANEMONE-ST. BRIGID

Extra choice mixture of double and semi-double varieties. Grows 12 inches tall, perennial, blooms early in the spring. Wonderful array of colors. Imported from one of the leading flower seed growers in Holland. Per Pkt., 15c; 2 for 25c.

NOVELTIES FROM SOUTH AFRICA

URSINIA ANETHOIDES NEW HYBRIDS. We predict an exceptional future for this glorious flower. The plants make bushes 2 feet through

and carry a hundred or more fully expanded flowers at one time. Foliage is light and feathery with flowers well above the leaves. Stems are of sufficient length for decorative or vase work and cut blooms last splendidly. The petals are of a delightful rich orange tone and the central coloring surrounding the disc shows wonderful variations and tone from ruby red to dark purple, spangled with jewel like dots. These plants are exceptionally easy to grow. From seeds sown indoors in April, plants commence to flower in June and continue to September. Fading flowers should be removed to prevent plants going to seed and so allow successive flowers to attain their full size. The very daintiness and exquisite blendings of colorings must appeal to all flower lovers. We are more than pleased to be in a position to offer seeds. PACKET, 20c.



Ursinia New Hybrids

Scabiosa (Mourning Bride)



Scabiosa

An easily grown and showy annual which develops to perfection in a sunny situation. Within recent years these Scabiosas have been greatly improved in size and blooming habit.

Our own special mixture of named varieties, the very best I can offer. Valuable for cutting and for exhibition purposes. 2½ feet.

PKT., 60 SEEDS, 5c; ¼ OZ., 15c.

SEPARATE COLORS: LILAC, ROSE, SCARLET, PURPLE, YELLOW, WHITE, AZURE FAIRY, FLESH AND MIXED.

COLLECTION NO. 111. 8 FULL PACKETS, 30c

ANNUAL LARKSPURS

LA FRANCE. Without question, the culmination of beauty in the stock-flowered larkspurs. A pleasing salmon-pink of vigorous growth. Large, well-formed double flowers, well placed on long stems presents a beautiful appearance which has won it instant recognition from the most severe critic. Your garden will not be complete without this striking annual. PKT., 15c.

DOUBLE STOCK FLOWERED TALL "EXQUISITE." The color of this charming new Larkspur is a beautiful soft pink and will be highly prized by seedsmen who cater to the florists' trade. PKT., 15c; ¼ OZ., 65c; OZ., \$2.40.

IMPERIAL MIXED. Choice improved strain made up from special varieties. Height, 2 feet. PKT., 5c; ¼ OZ., 15c.

CARMINE KING. This is the first of the DEEP CARMINE ROSE shades in the new upright type of Larkspurs. It comes fully true to type and color which we consider most extraordinary in pink larkspurs and it is just the right tone of carmine to make it very showy. The flowers are a great improvement over the older types in size and color. I received many favorable comments on this in my trial gardens. PKT., 15c.

"NEW DEAL" PRICE—FOUR PACKETS, 25c (With \$1.00 order). Not more than eight packets to a customer at this price.

IMPROVED BACHELOR BUTTON

(CENTAUREA CYANUS)

The Bachelor Button is one of the most popular annual summer flowers. It is easily grown from seed and it usually reseeds itself year after year. You must try these because the flowers are large and double; a great improvement over the old-fashioned variety.

DOUBLE MINIATA—brick red; DOUBLE ALBA—white; DOUBLE BLUE; DOUBLE PINK.

PER PKT., 10c; PKT. EACH OF FOUR VARIETIES, 29c.

HELIANTHUS (Sunflower) MAROON PRINCE

A most beautiful and unique sunflower and unquestionably the finest Red Sunflower on the market today. Dwarf growing and true maroon in color. You will be more than pleased with Maroon Prince Sunflower. Generous Packet, 15c; oz., \$1.00.

Three Unusual Annuals—Try Them!

SCHIZANTHUS

(Butterfly Flower)

It is a quick germinating annual and is soon in bloom after planting. Its flowers are airy and of the lighter shades of pinks, yellows and lavenders. It is good for border work, and in front of tall flowers. Make good pot plants from seed if sown in the fall. PKT., 10c; $\frac{1}{8}$ OZ., 15c.

MIMULUS

(Monkey Flower)

Showy, profuse, flowering plants, with Gloxinia-like blossoms, fine for winter garden, or for moist, shady positions. A mixture of Tigrinus, or true Monkey Flower, and Musk Plant, noted for its fragrant foliage. PKT., 500 SEEDS, 5c; $\frac{1}{8}$ OZ., 24c.

ALYSSUM

(Carpet of Snow)

A new dwarf Alyssum, growing only 2 or 3 inches high, and flowering so profusely as to make a perfect carpet of white throughout the season. Splendid for pots and edgings. PKT., 300 SEEDS, 10c; $\frac{1}{8}$ OZ., 20c.

PORTULACA OR MOSS ROSE

The Portulaca surpasses in brilliancy any other annual in cultivation. Plants are low growing and virtually creep along the ground covering the entire space with a mass of color. They thrive in almost any location and can stand the hottest summer weather. We offer only the improved strains.

Two Garden Favorites

COSMOS

New Mammoth Flowering

Our grower says: "The blossoms, under ordinary field cultivation, average 4 to 5 inches across, surpassing in size any of the late varieties. From seed sown in the open ground, the 'white' blossoms in exactly 60 days, 'pink' in 65 days, 'crimson' in 70 days." PKT., 8c; 3 FOR 20c; $\frac{1}{4}$ OZ., 30c.

LADY LENOX. New varieties of gigantic size and beauty. Mixed. PKT., 5c; $\frac{1}{4}$ OZ., 25c.

LATE MAMMOTH FLOWERING. Regular strain. PKT., 5c; 3 FOR 12c; $\frac{1}{4}$ OZ., 25c.

WHITE, PINK, CRIMSON, MIXED.

CALENDULA

LEMON QUEEN. Beautiful sulphur-yellow New and very fine. PKT., 6c.

BALL'S GOLD. Dark golden yellow. New last year. PKT., 8c.

SPECIAL MIXED. The above and other fine varieties mixed. PKT., 5c.

(See also page 26)

Two Attractive Novelties

DIDISCUS

QUEEN ANNE'S BLUE LACE FLOWER

This dainty and pretty flower has in the past couple of years become very popular and is found in the florists' shops everywhere, but even so it is easily grown and every one can have some. It somewhat resembles the Scabiosa, but is of a very peculiar shade of blue, a shade that is quite the thing these days. It is an annual and blooms profusely from July to November or a heavy frost cuts it down. Its exquisite, lacy-like flowers make it wonderful for cutting. The plants grow to height of about eighteen inches and are literally covered with flowers most of the time. PKT., 10c; $\frac{1}{4}$ OZ., 50c; OZ., \$1.60.

CLARKIA

A pretty desirable annual with racemes of white or varying shades of red. Very popular in European gardens. 1 foot.

DOUBLE, PER PKT., 5c; $\frac{1}{8}$ OZ., 20c

DOUBLE PORTULACA. Mixed. Low trailing annuals, with double flowers like charming little roses. Many brilliant colors. PKT., 200 SEEDS, 10c; 1-16 OZ., 30c.

SINGLE PORTULACA. Mixed. Pretty to mass in a bed or on some sunny slope. PKT., 400 SEEDS, 5c; $\frac{1}{8}$ OZ., 10c.



Cosmos

HAVE A GARDEN EVERY YEAR

It is not much trouble and it will give you both pleasure and recreation.

Climbing Vines and Flowers



Cardinal Climber

JAPANESE KUDZU VINE

(PUERARIA THUMBERGIANA)

This remarkable vine, often called "Jack-in-the-Beanstalk," will grow anywhere in the best or poorest soil. The growth is very rapid and it oftentimes reaches a height of 75 feet in one season. Fragrant purple flowers resembling a purple Wistaria. Invaluable for covering porches, etc. PKT., 15c; 1/4 OZ., 45c; 1/2 OZ., 60c.

MORNING GLORY

JAPANESE MORNING GLORY

The rich, velvety colorings of the common Morning Glory are intensified in these gorgeous varieties. Mixed. PKT., 50 SEEDS, 5c; 1/2 OZ., 10c.

NEW MORNING GLORY—Rose Marie

An exceptionally attractive early free flowering double form of Ipomea. Flowers are a beautiful shade of deep rose of double and semi-double form. Blooms early in the summer and continues in flower throughout the season. For those who wish an early climber, this is unexcelled, and we predict that Rose Marie will become very popular. Pkt., 15c.

HYACINTH BEAN

Rapid climbers; ornamental in all stages, foliage, flower, and pod. PKT., 10 SEEDS, 5c; ANY 3 PKTS., 12c; OZ., 15c.

PRINCESS HELEN OR "DAYLIGHT." Long spikes of snowy white flowers, followed by equally snowy white pods.

PURPLE OR "DARKNESS." Both blossoms and pods are a glossy dark purple.

SCARLET. Blush, deepening to dark red.

MIXED. All the above mixed.

CARDINAL CLIMBER

We feel that everyone who has a flower garden should have this favorite climber. The vine quickly reaches a height of 30 feet or more. The blossoms are about 1 1/2 inches in diameter, in clusters of five to seven blooms each, and as the name indicates, are of a rich cardinal red. It likes sun and good soil, and develops to perfection in a sandy loam soil. If started in the open do not sow until warm weather as the seed will rot in cold, wet ground. File each seed, or slightly cut through the outer covering, soak in lukewarm water over night, and sow in a warm place. PKT., 10 SEEDS, 12c; 1/8 OZ., 50c.

BOSTON IVY. Dark leaved creeping vine. Very attractive for walls and rockeries. PKT., 8c; 1/4 OZ., 15c.

SCARLET RUNNER

Highly ornamental as well as useful, both in foliage and flower and as pretty a climber as many of its more aristocratic neighbors, and the beans are good for the table if one wishes. PKT., 12 SEEDS, 5c; OZ., 10c.

WILD CUCUMBER VINE

Makes the most massive covering. It is an old friend with people in the country and it is undoubtedly the best climber for covering verandas, trellises, etc., never suffering from the heat, but retaining its fresh and lively green color throughout the whole summer, whether hot or cold, wet or dry, never infested with insects, and very profuse in bloom. It will sow itself and come up every year in the same place. PKT., 5c; 1/2 OZ., 20c.

New Giant Snapdragons

Words fail to adequately describe the glorious colors found in the New Giant Snapdragons. Well-grown plants produce magnificent tall spikes, each closely set with beautiful well formed flowers. The Giants outclass anything yet seen in Snapdragons in color, size of bloom and rugged habit. Order liberally of these grand flowers.

APPLE BLOSSOM. Rosy pink, golden yellow lip.

BUNCH OF LILAC. Lilacy purple.

GOLDEN QUEEN. Deep yellow.

PURPLE KING. Deep glowing purple.

CANARY BIRD. Canary yellow with golden yellow center.

CATTLEYA. Rosy lilac.

INDIAN SUMMER. Velvety copper.

RUBY. Rich velvety red.

SNOWFLAKE. Pure white with yellow tube.

WALLFLOWER. Brownish orange, copper red.

MAJESTIC MIXTURE

A glorious mixture of the above and many other fine kinds. Among the other colors contained are old rose, maroon, purple, carmine, brownish orange, etc. Pkt. 15c; $\frac{1}{8}$ oz., 65c.

"NEW DEAL" PRICE—Any of the above: Pkt., 15c; any six pkts., 45c, if total order for seeds amounts to \$1.00.

OTHER SNAPDRAGONS

One of the finest bedding plants, being constantly in bloom throughout the summer. Should be started early. 1 to 1½ feet. PKT., 300 SEEDS, 5c; 1-16 OZ., 25c.

COTTAGE MAID. Pink, white throat.

CRIMSON QUEEN. Bright crimson.

DEFIANCE. Orange red.

FAWN. Terra cotta pink and pale yellow; extra fine.

GOLDEN QUEEN. Rich deep yellow.

QUEEN OF THE NORTH. Pure white.

FIREBRAND. Rich deep red.

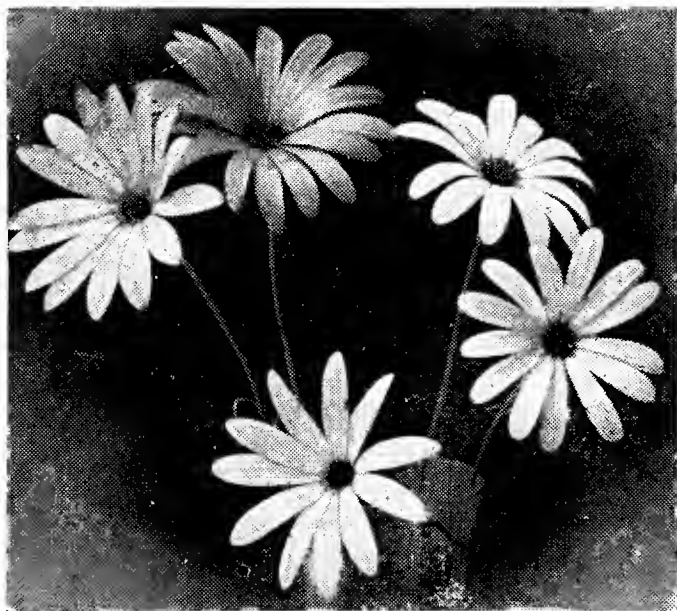
COLLECTION NO. 115. One full pkg. each of the above 7 sorts, 28c.

MIXED TOM THUMB. This class produces pretty little bushes about six inches high and are especially adapted for edging. PKT. 5c; 1-16 OZ., 25c.

GIANT MIXED. A splendid mixture of these old-fashioned favorites, including those named above and many other brilliant shades. PKT., 5c; 1-16 OZ., 15c.

NOVELTY FROM JAPAN

LILIUM TENUIFOLIUM (Coral Lily). Perfectly hardy and one of the first to flower. 24 inches high. Blooms are deep scarlet and have recurved petals of waxy texture. Wonderful cut flower and splendid for the rock garden. Sow in the open where the soil is mellow or in mixture of part sand, leafmold and humus. Most of seedlings will bloom the second year. Some the first year. PKT., 20c; 2 for 35c; oz., \$2.00.



African Daisy

DIMORPHOTHECA—(Star of the Veldt, African Daisy)

Most of us know the African Daisies and have admired their bright blossoms which are among the earliest to come in the spring. In a border or massed bed they are delightful, but for a really gorgeous display of colors in contrast, plant them with bedding Petunias. The showiest effect is obtained by using mixed colors of African Daisies, and the dark shades with bedding mixture of Petunias, sowing the seed broadcast or setting out the plants informally, giving the appearance of being broadcast. The effect is startlingly beautiful and this bed or border will be the showiest spot in the garden. Dimorphothecas thrive in the hottest climates, so they can be grown in any part of the country, or in the hottest corner of the garden. Pkt. 10c.

FOR YOUR HOME

Grow These Pot Plants!

There is no more interesting diversion than growing these beautiful house plants from seed. In raising your own plants from seed the cost is so trifling that you should have flowering plants in every room in the house. The varieties listed below are easy to grow from seed. Simply ask for booklet, "Culture of Flowers from Seed," which is free with every order of fifty cents or more.



Cineraria

CINERARIA

Beautiful greenhouse plant, easily grown from seed and excellent for a house plant. Our mixture is made from two extra choice exhibition strains and come in brilliant shades of crimson, violet, purple and variegated. PKT., 15c; 1,000 SEEDS, \$1.25.

COLEUS

Our assortment includes the handsome crinkled and highly colored varieties in best combination of colors. PKT., 10c.

PRIMULA

MALACOIDES. The Baby Primrose, with a profusion of lavender or white flowers, blooming in 4 or 5 months. PKT., 15c.

OBCONICA. Ever-blooming variety. Lilac tinted. PKT., 10c.

PRIMROSE. Hardy Primrose Mixed. A choice mixture, hardy except in extreme North. PKT., 10c.

FRINGED GIANTS MIXED. Splendid mixture of new fringed varieties. PKT., 10c.

GLOXINIA

Popular greenhouse and conservatory plants with gorgeous bell shaped flowers and ornamental foliage. Many brilliant shades are found in this mixture of better varieties. MIXED, PKT., 15c; 1,000 SEEDS, \$1.50.

GERANIUM

LADY WASHINGTON. Has dainty flowers in Rose, Blue or White and graceful green foliage. 1 foot. PKT., 20c.

NEW CALIFORNIA GERANIUM. This mixture contains a splendid strain and new and interesting varieties can often be obtained in growing Geraniums from seeds. PKT., 10c.

ASPARAGUS

ASPARAGUS SPRENGERII. Very desirable for hanging baskets or other decorations. Long feathery sprays. Excellent for bouquets. PKT., 10c; 100 SEEDS, 45c.

ASPARAGUS PLUMOSUS. Very graceful and delicate. Will succeed anywhere. Good house plant. PKT., 10c; 100 SEEDS, 90c.

ASPARAGUS MIXED. 4 seeds of each, 8c.

BEGONIA. Newest and best varieties. Very fine for potting or bedding. PKT., 10c.

CYCLAMEN

Charming window plants, with ornamental foliage and richly colored orchid-like flowers in pink, white and crimson shades. They are easy to raise from seed, scarcely a seed failing to germinate.

CYCLAMEN GIGANTEUM. A splendid large-flowering strain, mixed in all the Cyclamen colors. PKT., 12 SEEDS, 20c; 100 SEEDS, \$1.00.

BUTTERFLY CYCLAMEN. A new type of surpassing beauty in which the edges are deeply waved or crinkled. PKT., 10 SEEDS, 20c; 100 SEEDS, \$1.20.

CRIMSON KING. A brilliant and dazzling shade of crimson. PKT., 10 SEEDS, 20c; 100 SEEDS, \$1.20.

PEARL OF ZEHLENDORF. Splendid novelty with large salmon rose flowers. PKT., 10 SEEDS, 20c; 100 SEEDS, \$1.25.

WHITE LADY. Undoubtedly the most beautiful white now grown. For purity of colors, size and shape it cannot be equalled. PKT., 10 SEEDS, 20c; 100 SEEDS, \$1.20.

LORELY. A wonderful shade of dark lilac blue, something quite new. PKT., 10 SEEDS, 20c; 100 SEEDS, \$1.20.

CALCEOLARIA

GRANDIFLORA. Gorgeous plant for greenhouse or window. Orchid-like blossoms. Bloom 8 months after sowing, bearing many curious flowers, spotted and blotched in a most unique manner. PKT., 15c.



FERNOLA—The finest plant food for ferns and house plants. See inside back cover.
PKG. 13c, 2 FOR 25c, POSTPAID

General List—Flower Seeds

On the next few pages you will find my general list of flower seeds, including all the old garden favorites. If there are any of your favorites which you do not find here please look in the front part of the catalogue or in the perennial section on pages 31-32. My new 1934 novelties are in the first few pages.

ABRONIA

Rosy-lilac, good for rock work or hanging basket. PKT., 6c.

ABUTILON

Flowering maple. New hybrids; often give new kinds. PKT., 10c.

ACHILLEA

Hardy perennial—see page 32.

ACONITUM

Hardy perennial—see page 32.

AGERATUM

Blue perfection. Dwarf blue. PKT., 8c.

ALYSSUM

Sweet White. For cutting. PKT., 6c.

Lilac Queen. Dwarf lilac. PKT., 6c.

Carpet of Snow. See p. 19.

AMARANTHUS

Splendid for tall effects. PKT., 6c.

AQUILEGIA

Columbine-perennial—page 31.

ARCTOTIS GRANDIS

African lilac daisy. PKT. 6c.

ASPARAGUS

Fine for house—See page 22.

ASPERULA AZUREA

Bright blue. Sweet scent. PKT., 6c.

ARABIS

Perennial—see page 32

ARMERIA

Perennial—see page 32

ASTERS

Many special kinds—pages 9, 14

BALSAM

Double prize mixed. Very fine. PKT., 6c.

BALLOON VINE

(Love-in-a-puff). White. PKT. 8c.

BARTONIA

Aurea. Gold yellow. Sweet scent. PKT., 8c.

BEGONIA

Fine for pot plants—see page 22.

BOSTON IVY

See climbers on page 20.

BACHELOR BUTTONS

Improved Double—page 18.

BULBS

See back cover.

CALCEOLARIA

House plant—see page 22.

CALENDULA

See pages 19 and 26.

CALLIOPSIS

Dwarf mixed. Fine for edging. PKT. 5c.

Tall mixed. Single and double. PKT. 5c.

CAMPANULA

or Canterbury Bell—page 31.

CANNAS

Prize mixture. Red & green leaved. PKT., 6c

CANDYTUFT

Rose cardinal. Crimson. PKT., 6c.

Giant hyacinth. White. PKT., 10c.

Special mixture. PKT., 5c.

Hardy perennial—see page 31.

CARDINAL CLIMBER

See page 20.

CARNATION

Special mixed. PKT., 5c. See also p. 5.

CENTAUREA IMPERIALIS

Sweet Sultan. PKT., 8c.

CASTOR BEAN

Mixed. Highly ornamental. PKT., 5c.

CELOSIA

Cockscomb special mixed. PKT. 5c.

CHRYSANTHEMUM

Fancy Japanese, mixed. PKT. 5c.

CINERARIA

Makes fine house plant—see page 22.

CLARKIA

Popular in Europe—see page 19.

COBEA SCANDENS

Climber, 20 feet. Blue. PKT., 10c.

Dear Miss White:

I planted some Dahlia seed and have had a great deal of pleasure watching them grow. I think every seed came up and they are such large plants in such a short time.

Sincerely,

MRS. W. C. WHITE,
Council Grove, Kans.

April 12, 1930.

COLEUS

House plant—see page 22.

CYCLAMEN

House plant—see page 22.

COSMOS

Best kinds on page 19.

COREOPSIS

Perennial. Yellow PKT., 10c

DATURA

Sweet Trumpet Flower. Immense funnel-shaped blossoms in white, lilac and yellow. PKT., 5c.

DELPHINIUM

Perennial—see page 32.

DIANTHUS

See page 31.

DIDISCUS

Blue Lace flower—see page 19.

DAHLIA DOUBLE

Raise Dahlias from seed. Many new varieties are obtained. PKT., 8c.

DIGITALIS

Perennial—see page 31.

DAISY

Bellis Perennis or English Daisy. Very dainty. Blooms first year. PKT., 5c.

Longfellow Daisy. Dainty rose blossoms, crimson tipped. PKT., 6c.

Snowball. Large double white. PKT., 5c.

Marguerite. Golden yellow. PKT., 5c.

Swan River. Feathery foliage and pretty star-like flowers. PKT., 5c.

DRACAENA

Very effective in boxes and beds. PKT., 10c

DUSTY MILLER

Valuable foliage plant. PKT., 8c.

ESCHSCHOLTZIA

California Poppy.

Ramona. Coppery gold, pink shadings. PKT., 10c.

Double Orange. Good for cutting. PKT., 10c.

Mixed. Best kinds mixed. PKT., 5c.

EUPHORBIA

Snow on the mountain. PKT., 6c.

EVERLASTINGS

See page 17.

FEVERFEW

Snowball. Pure white. PKT., 6c.

Golden Ball. Yellow. Very effective, PKT., 6c.

FERNOLA

Plant food—see page 22.

FLAX

Scarlet or Pink. Very fine. PKT., 5c.

FOUR O'CLOCK

Marvel of Peru. Have the children plant some of these. Bright colors and sweet odor. 2-3 ft. PKT., 5c.

FORGET-ME-NOT

See page 31.

FOXGLOVE

Digitalis—see page 31.

GODETIA

Satin flower. Fine for shade. PKT., 6c.

GOURDS

To cover unsightly corners, etc. PKT., 5c.

GAILLARDIA

Blanket flower—see page 31.

GERANIUM

See page 22.

GILIA

Lavender and white. Dark throat. PKT., 5c.

GLOXINIA

See description—page 22.

GREVILLEA

Fern-like, highly ornamental. PKT., 8c.

GYPSOPHILIA

Baby's Breath. For bouquets. PKT., 5c.

GRASSES, ORNAMENTAL

Very useful in border. PKT., 5c.

HUNNEMANIA

Bush poppy. Blooms until frost. PKT., 6c.

HONESTY

(Moonwort) Silver pods are good for decoration. Pleasing in garden. PKT., 6c.

HELIOTROPE

Attractive shades mixed. PKT., 8c.

HYACINTH BEAN

See climbers—page 20.

HIT OR MISS

Excellent mixture of seeds left over from last year. Most of these will germinate and give a gorgeous display of bloom. LARGE PKT., 5c; OZ., 10c.

HOLLYHOCK

Perennial—see page 31.



Swan River Daisy

ICE PLANT

A curious trailing plant. PKT., 8c.

JAPANESE KUDZU VINE

See page 20.

KOCHIA

Mexican fireplant. Decorative. PKT., 5c.

LANTANA

Fine for beds and borders. PKT., 8c.

LARKSPUR

See page 31.

LAVATERA

Improved annual mallow. PKT., 5c.

LINARIA

Very pretty. Resembles snapdragon. PKT. 10c.

LOBELIA

Effective for edging, porch box, etc., PKT. 8c.

LUPINS

Valuable where tall effects are desired. PKT., 6c.

MARIGOLD

African Orange Ball. Golden orange, PKT., 5c.

African Lemon Ball. Soft lemon yellow. PKT., 5c.

Legion of Honor. Dwarf golden yellow. PKT., 5c.

MIGNONETTE

Fragrant and fine for cutting. Mixed. PKT., 5c.

MIMULUS

Attractive novelty—see page 19.

MOONFLOWER

Improved Early Giant White. PKT., 8c.

Improved Early Giant Pink. PKT., 8c.

MORNING GLORY

Best kinds on page 20.

NASTURTIUM

DWARF VARIETIES: PKT., 5c.

Spotted King—Yellow, spotted red.

Aurora—Terra Cotta.

Empress of India—Dark scarlet.

Crystal Palace—Sulphur, spotted red.

Pearl—Light cream.

Golden Queen—Golden yellow.

King Theodore—Velvety maroon.

Vesuvius—Salmon pink.

SPECIAL DWARF MIXTURE. As rich and varied assortment as any mixture ever offered. PKT., 5c; ½ OZ., 10c; OZ., 15c; ¼ LB., 45c.

TALL VARIETIES: PKT., 5c.

Giant of Battle—Yellow, blotched red.

Jupiter—Best golden yellow.

King of Blacks—Dark maroon.

Moonlight—Light cream yellow.

Fimbriata—Fringed varieties.

Twilight—Rose or salmon rose.

SPECIAL TALL MIXTURE, including the varieties above listed and many others. Unexcelled. PKT., 5c; ½ OZ., 10c; OZ., 15c; ¼ LB., 45c.

NICOTIANA

Affinis. Sweet scented tobacco plant. PKT., 5c.

Mixed. Best popular kind. PKT., 5c.

NOLANA

Little Bells. Trailing plant. PKT., 5c.

NIGELLA

"Love in a mist" or "Ragged Lady." Blue Violet. PKT., 5c.

OENOTHERA

Evening primrose. Good for sunny places in the rockery or border. Yellow and white flowers mixed. PKT., 6c.

ORIENTAL POPPY

See page 31.

ORNAMENTAL PEPPERS

Small fruited peppers. Ornamental and useful for seasoning. Mixture of best kinds. PKT., 5c.

PANSIES

Many fine kinds on page 15.

PENSTEMON

Perennial. Beautiful Blue. PKT., 10c.

PERILLA

A coleus like decorative plant. PKT., 5c.

PHLOX

Many special colors—see page 30.

PERENNIALS

of all kinds—see page 31.

PETUNIAS

Many choice kinds—page 29.

PINKS

Fireball. Dark blood red. New.

Snowdrift. Large double white.

Eastern Queen. Marbled, Rose-white.

Double Diadem. Large fringed.

Giant Heddiwigi. Single mixed.

Scotch or Grass Pinks. Perpetual bloomer

Exquisite colors with velvet red eye. Clover-like odor. PKT., 12c.

Special Mixture. Best kinds including above, except Scotch.

EACH OF THE ABOVE PINKS, PKT., 5c

EXCEPT SCOTCH

POLYANTHA

Also called Baby Rose or Little Midget. Clusters of rose-like flowers. PKT., 8c.



Ornamental Peppers

PORTULACA

See page 19.

PRIMULA

See page 22.

RAINBOW CORN

Leaves are veined and striped. Improved strain. Very decorative. PKT., 5c.

SANVITALIA

A gem for rock gardens. Double yellow. PKT., 15c.

SALPICLOSSIS

Petals beautifully penciled. Wide range of colors. 1 to 2 feet. PKT., 5c.

SALVIA

America. Scarlet sage. Very striking. PKT., 8c.

POPPY

See pages 30, 32.

SCARLET RUNNER BEANS

Scarlet flowers—see page 20.

*Salvia*

I want to tell you how good my seed came up especially the Salvia and Asters—seemed every seed came up. I always have good results with your seed.

Mrs. M. E. Abbey, Battle Creek, Mich.
R. 5, Box 265.

SCHIZANTHUS

or Butterfly flower—see page 19.

SENSITIVE PLANT

Closes its leaves at the slightest touch. Very interesting for children. PKT., 5c.

SMILAX

Valuable decorative climber. PKT., 5c.

SNAPDRAGONS

Best varieties on page 21.

STOCKS

Dresden Perpetual. (Cut and come again)

Rose. Very pretty. PKT., 5c.

Dwarf Early Mixed. Bloom early, PKT., 5c.

See also page 17.

Special Mixed. Best types and colors, PKT., 5c.

STOKESIA

Cornflower. Aster. Many colors. PKT., 5c.

SUNFLOWERS

Chrysanthemum flowered. Magnificent flowers. Double. PKT., 5c.

Special Mixed. All colors. PKT., 5c.

New Red Sunflowers. Very unique. Many shades of red. PKT., 10c.

New Rainbow Sunflower. Obtained by blending three distinct types. All colors. PKT., 8c.

Maroon Prince. See page 18.

SWEET PEAS

See page 12.

SWEET WILLIAM

See page 28.

TAGETES

Miniature Marigolds. PKT., 5c.

TRITOMA

Red hot poker plants. Scarlet spikes rivaling the Canna in brilliance. PKT., 8c.

VERBENA

Many good varieties on page 27.

VINCA VINE

Good for window boxes. PKT., 5c.

ZINNIAS

See pages 6, 7, 8.

LARGE FLOWERING NOVELTIES**CALENDULA, ORANGE KING (True Strain)**

Double, dark orange red, dark center, a very select strain grown with greatest care for our customers. The plants in the open ground attain a growth of 18 inches high and produce magnificent blossoms 3½ inches in diameter. PER PKT., 10c; 3 FOR 25c.

GAILLARDIA (The Dazzler)

We offer here a reselected strain of a giant perennial Gaillardia, which is now becoming very popular. The flowers are very large, of dark, rich red with a bright orange tip on the end of each petal, making it a very attractive flower for florists and for table decoration. This strain has been selected for the length and strength of the stems and we highly recommend this. By far the largest and most attractive Giant Red Gaillardia on the market today. PKT., 15c.



Verbena Hybrid Compacta Erecta Fireball

VERBENA BEAUTY OF OXFORD HYBRIDS

For many years the non-seeding variety, Beauty of Oxford, has been a favorite Verbena. This new strain is the nearest approach in a seeding variety to the bright deep rose pink shade of Beauty of Oxford. The flowers are large and freely produced on plants which hold their shape well at all times. A magnificent flower. Pkt. 15c.

VERBENA HYBRIDA COMPACTA TYPE—(Edging Verbenas) FIREBALL

These are distinct from all other types of Verbena, very compact, dwarf, and free flowering. The color range is very wide, in bright shades. They are excellent for the annual rock garden in a sunny position, for borders or edgings, or for window boxes or pots. Fireball is bright scarlet, a beautiful type. Pkt., 15c. NEW DEAL PRICE—2 Pkts. above varieties 15c (If order totals \$1.00).

VERBENA—MAMMOTH VARIETIES

This glorious new type is bound to become popular because it represents a decided improvement. Their gorgeous colors are brought out by the tremendous flower heads which adorn the plants until frost.

PKT., 100 SEEDS, 5c; ANY 6 PKTS., 25c;
1/8 OZ., 25c

AURICULA-FLOWERED. Large flowers with distinct white eyes in the center of each floret. PINK. Fine pink shades.

ITALIAN STRIPED. Various colors striped on white ground.

PURPLE. Deep rich purple.

SCARLET DEFIANCE. Beautiful scarlet.

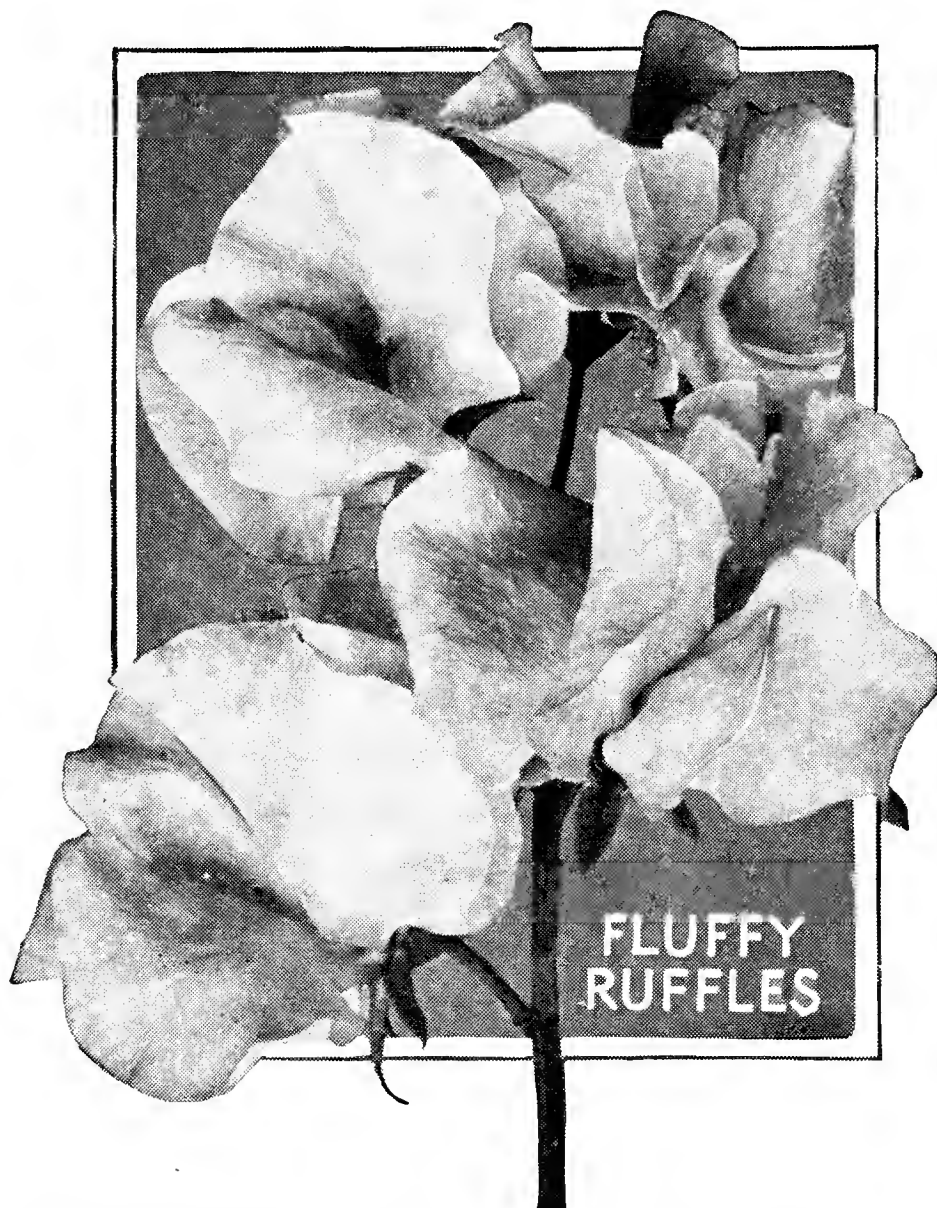
WHITE. Pure white, extra large.

FORDHOOK MAMMOTH MIXED. A splendid mixture with exceptionally large flower trusses, including all our named varieties, also best strains of several prominent growers. As fine as any of the highest-priced mixtures.

AURICULA—FLOWERED SCARLET DEFIANCE
PINK WHITE

ITALIAN STRIPED
PURPLE

LUCIFER—SCARLET
MIXED



Sweet Peas

Fluffy Ruffles

A LOVELY RICH ROSE PINK, a gleam of soft salmon, and a bright creamy undertone blend into a harmonious cream pink shade of exquisite beauty. Fluffy Ruffles is a great big flower, vigorous and free blooming — blooms are duplexed and frilled. It exhibits a most consistent doubling and ruffling of the petals. Twelve sprays make a more massive bunch than 18 sprays of the ordinary Sweet Pea. It is truly a flower of superb texture and sweet fragrance. Every lover of sweet peas should have "Fluffy Ruffles." Packet, 20c; 1/2-oz., 50c; 1 oz., 75c.

Price Per Pkt. on Following Sweet Peas
Is 10c

- BARBARA.** Salmon pink, blooms of exquisite texture. 1/2 oz., 20c; oz., 30c.
ELEGANCE. Blush lilac, suffused with delicate pink. 1/2 oz., 20c; oz., 30c.
EMPIRE. A lovely clear cerise pink. 1/2 oz., 25c; oz., 40c.
FIERY CROSS. Intense orange scarlet. Most beautiful. 1/2 oz., 25c; oz., 45c.
FORDHOOK ORANGE. Bright orange blooms. 1/2 oz., 25c; oz., 40c.
GEORGE HERBERT. A rich rosy carmine. 1/2 oz., 20c; oz., 35c.
GRENADIER. Bright geranium red flowers. Very rare. 1/2 oz., 30c; oz., 50c.
KING EDWARD. Deep rich crimson. An old standby. 1/2 oz., 25c; oz., 40c.
KING WHITE. The best pure white. 1/2 oz., 20c; oz., 35c.
MARGARET ATLEE IMPROVED. Rose pink on cream ground. 1/2 oz., 25c.
POWERSCOURT. A pure lavender. Mammoth flowers. 1/2 oz., 25c; oz., 40c.
ROYAL PURPLE. An excellent variety. Rich purple. 1/2 oz., 25c; oz., 40c.
SUPREME. One of the best clear pinks. Soft and delicate. 1/2 oz., 25c; oz., 40c.
SCARLET GLOW. Rich glowing scarlet red. 1/2 oz., 20c; oz., 35c.
WARRIOR. A rich reddish maroon. 1/2 oz., 20c; oz., 35c.
WEDGEWOOD. Lovely self blue. Makes wonderful display. 1/2 oz., 20c; oz., 35c.
GIANT SPENCER SWEET PEAS MIXED. An excellent mixture, including many of the above. Good variety of color. The best mixture we have to offer. Pkt., 10c; 1/2 oz., 20c; oz., 35c.

GRANDIFLORA VARIETIES MIXED

Contains many good colors. Mixed. Packet 5c; oz., 15c; 1/4 lb., 45c

Giant Petunias

In Many Glorious Shades and Colors

Plant breeders may well be proud of their work with Petunias. Not only has the size been increased to undreamed of proportions but the color scale represents unusual tones and combinations of shades. What a wonderful improvement on the plain old fashioned Petunia.

You will find on these pages the best sorts and those that are the easiest to grow.



**PETUNIA
FLUFFY
RUFFLES**

NEW DWARF CALIFORNIA GIANTS

Introduced as a novelty in 1929, this variety has proved itself the best strain of giant petunias for pot culture. Also very good for window boxes. We do not hesitate in recommending it and in saying that it is the most compact giant petunia with the largest and best formed flowers of any variety in existence. It is an exceptional strain. **PACKET 25c.**

FLUFFY RUFFLES

A superb strain of single petunias, the most deeply ruffled and fluted of all. Exceedingly delicate and graceful. Mixed. 100 SEEDS 20c; 500 SEEDS, 80c.

"NEW DEAL" PRICE—One Pkt. Each, Dwarf California Giants, Fluffy Ruffles, Theodosia. Three pkts., 35c (if total order amounts to \$1.00).

PETUNIA "THEODOSIA"

(Translation "Gift of God.") Color a bright pink, limb heavily ruffled and fluted, wide open golden throat delicately penciled with black or brown. Produces a large flower and is an "all purpose" Petunia for bedding, boxes, pots and decorations. Seed which we offer is that of the originator who refers to "Theodosia" as the most beautiful petunia he has ever originated. We can highly recommend it.

PACKET 25c; LARGE TRADE PACKET 50c

Balcony and Bedding Petunias

BEDDING PETUNIA

LILIPUT MIXED. Dwarf compact plants with richly colored starred and mottled flowers. **PKT., 10c; 1-16 OZ., 25c.**

ROSY MORN. Splendid for bedding, potting or edging, covered with delicate rose pink flowers. A very popular variety. **PKT., 10c; 1-16 OZ., 25c.**

SNOWBALL. Dwarf plants with white flowers. **PKT., 10c; 1-16 OZ., 25c.**

VIOLACIA. Bedding strain of the Balcony Queen. Plants and blooms smaller. A rich violet purple. **PKT., 10c; 1-16 OZ., 30c.**

BLOTCHED AND STRIPED. Beautifully striped and mottled, and exceptionally fine for baskets, vases and for massing. **PKT., 10c; 1-16 OZ., 25c.**

BALCONY TYPE

BALCONY QUEEN. Large flowering or Grandiflora, rich dark velvety purple, one of the best plants for window boxes or group planting. Use white flowers with the Balcony Queen for best effect in window box. **PKT., 25c; 500 SEEDS, 90c.**

SPECIAL MIXED

Best Mixture of All Single Types. Very Fine. Pkt., 10c; 1-16 oz., 30c

Read about "NEW DEAL" Prices on inside Front Cover.

Phlox—Drummondi Improved

Two new colors of this old garden favorite. Will bloom profusely and uniformly. Makes one of the most satisfactory of all summer flowering annuals.

PRIMROSE—PER PACKET, 15c; 2 PACKETS FOR 25c.

VIOLET—PER PACKET, 15c; 2 FOR 25c.

PHLOX, SALMON PINK

Very effective in a mass by itself, or with white. PKT., 5c.

PHLOX—SPECIAL MIXED

All New and Old Varieties in Fine Mixture. Pkt., 5c; $\frac{1}{8}$ oz., 40c.



Double Poppies

PHLOX, SCARLET

Almost as handsome for bedding as Geraniums. PKT., 5c.

PHLOX, WHITE PERFECTION

Pretty for the cemetery or design work. 5c.

PHLOX

STAR. A very pretty annual phlox with blossoms resembling a many pointed star and with an array of colors that make it a very dainty flower for any garden. PKT., 10c; $\frac{1}{8}$ OZ., 30c.

DWARF PHLOX

The plants grow quite compact, the blossoms forming a floral crown for each little plant which will last for weeks. Splendid for edging and ribbon bedding. PKT., 100 SEEDS, 6c; $\frac{1}{8}$ OZ., 45c.

DWARF PHLOX, RED. Blood red.

DWARF PHLOX, WHITE. Pure white.

MIXED. PKT., 5c; $\frac{1}{8}$ OZ., 40c.

POPPY

DOUBLE VARIETIES. PKT., 500 SEEDS, 5c;

ANY THREE PKTS., 12c; $\frac{1}{8}$ OZ., 15c.

DOUBLE SCARLET. Brilliant red.

WHITE SWAN. Pure, white, fringed edges.

DOUBLE MIXED. Splendid mixture of strains of Peony-flowered, Carnation-flowered, and almost every variety of double poppy grown.

SINGLE POPPY. Splendid mixture, including the best sorts. PKT., 5c; $\frac{1}{8}$ OZ., 10c.

SHIRLEY POPPY. Often called Silk or Ghost Poppy because of the sheeny lustre of the rich colors. No better mixture of poppies than these. PKT., 5c; 1-18 oz., 15c.

AMERICAN LEGION. A dazzling orange scarlet borne on long stout stems, single type. PKT., 10c; $\frac{1}{4}$ OZ., 60c.

SPECIAL MIXED. Single and Double varieties. PKT., 4c; 1-18 OZ., 10c.

COLLECTION OF POPPIES. One full packet of 5 different mixed kinds. Includes the single, double Shirley, Iceland and Oriental kinds. 5 PKTS., 20c.

See Oriental Poppy—Page 32

“HIT OR MISS”—A pleasing collection of seeds left over from last year. Most of them will germinate. LARGE PKT., 5c; OZ., 10c.

ICELAND POPPY EL MONTE. This is a DEEP TANGERINE ORANGE with flowers twice the ordinary size of Iceland Poppies. It comes true to color, is extremely easy to grow and can be produced in six months from seed. This variety has never before been offered in this country, being a selection from some giant hybrids sent to us by an Australian plant breeder. This will add greatly to the novelty of your new year's garden. PACKET 15c

NOVELTIES FROM INDIA

AQUILEGIA VULGARIS. The charming wild columbine from the hillsides of Kashmir, India, untouched by the hybridist, with large open flowers in white, blue and pink shades. Very fine. PKT., 20c.

PRIMULA NIVALIS. A magnificent and rare species. The plant sends up a stout spike, bearing many whorls of blue-purple flowers with a dark center. PKT., 20c.

PERENNIALS

My mixed basket of Perennials took first prize at our Garden Club flower show last season.

Mrs. S. C. Kerr, Steubenville, Ohio.

FORGET-ME-NOT

MYSOTIS. Most desirable sorts in varying shades of blue, some early, some late. Many will bloom the first year. Height, 6 in. PKT., 10c; 1-16 OZ., 20c.

DIGITALIS

FOXGLOVE. Easily grown from seeds and fine for partially shaded places. Covered with thimble shaped flowers in many beautiful colors. Height, 3 to 5 feet. Splendid mixture. PKT., 10c; 1-16 OZ., 25c.

HOLLYHOCK

Constant experimenting by hybridizations and selections has secured flowers of extreme size and fulness, unsurpassed in beauty and variety of colors. Many are rosette-shaped and all will please the most fastidious. PKT., 10c; ¼ OZ., 75c.

DOUBLE, PINK, RED, MAROON, ROSE, CRIMSON, WHITE AND YELLOW. Separate, each PKT., 40 SEEDS.

SPECIAL DOUBLE MIXED. My special mixture of the above named and other English Prize Hollyhocks, all of the choicest double sorts grown. PKT., 50 SEEDS, 10c; ¼ OZ., 60c.

SINGLE MIXED. PKT., 10c; ¼ OZ., 70c.

CAMPANULA (CANTERBURY BELL)

This important flower deserves a place in every perennial border and are charming in rock gardens. Plants are compact and range as a rule from 18 to 24 inches in height. The Cup and Saucer is a showy strain, the blooms resembling a cup and saucer. A single plant of this variety has been known to produce a hundred blooms. *Persicifolia* is one of the hardiest of the family and *Pyramidalis* is the taller growing species. *Carpatica* is perhaps the best of the family for rock gardens or borders, growing only about eight inches high.

CAMPANULA (Cup and Saucer) Mixed. PACKET 400 SEEDS, 10c; 1-16 OZ., 20c.

CAMPANULA (Old-fashioned Canterbury Bells) PACKET, 10c; 1-16 OZ., 15c

Medium Pink Medium Blue Medium White Medium Mixed

CAMPANULA PERSICIFOLIA. Blue. PKT., 10c; 1-16 OZ., 30c.

CAMPANULA PYRAMIDALIS. Blue and white. PKT., 10c; 1-16 OZ., 30c.

CAMPANULA CARPATICA. Hare-Bell. Clear Blue. PKT., 10c; OZ., 30c.

SHASTA DAISY—ALASKA

This improved strain of Burbanks Shasta Daisy is produced from the finest strains in existence, which means that the flowers are very large with long petals and small centers. During July and August the plants are covered with big white yellow centered daisies. They make a fine display, even in poor soils, blooming throughout the summer, Grows 2 to 3 feet tall. PKT., 10c.

AQUILEGIA (Columbine)

Popular hardy perennials producing graceful spurred flowers on stems 2 feet or more above the beautiful dark green foliage. Easily grown from the seed. PKT., 10c; 1-16 OZ., 40c.

CHRYSANTHA. Long spurred golden yellow.

CHRYSANTHA ALBA. Large pure white.

COERULIA, HYBRIDS (Rocky Mountain Columbine). Blue and pink mixed with yellow.

JAETSCHAU. Yellow with red tip.

SKINNERI. Large scarlet, extra fine.

COLLECTION. One full packet each of five colors, 40c.

LONG SPURRED COLUMBINES. Mixed splendid large flowering, long spurred varieties. If not allowed to seed these sorts will bloom through a good part of the summer. PKT., 10c; ⅛ OZ., 40c.

ARMERIA

FORMOSA. The Cliff Rose. Thrives in crevices and crannies of rock. Resembles a deep green moss and keeps green all through the winter. PKT., 10c; ⅛ OZ., 25c.

DIANTHUS

HARDY GARDEN PINKS. Charming summer flowering border plants more or less fragrant; should be planted in every garden. PKT., 10c; ⅛ OZ., 25c.

PLUMARIUS (Scotch Pinks, Pheasant's Eye, Grass Pinks). Pretty fringed, single flowers of various colors. PKT., 10c; ⅛ OZ., 25c.

SWEET WILLIAM (*Dianthus Barbatus*). A well-known, free-flowering, hardy perennial, producing a splendid effect in beds, mixed flower and shrubbery borders. 2 feet. PKT., 10c; ⅛ OZ., 25c.

PHLOX

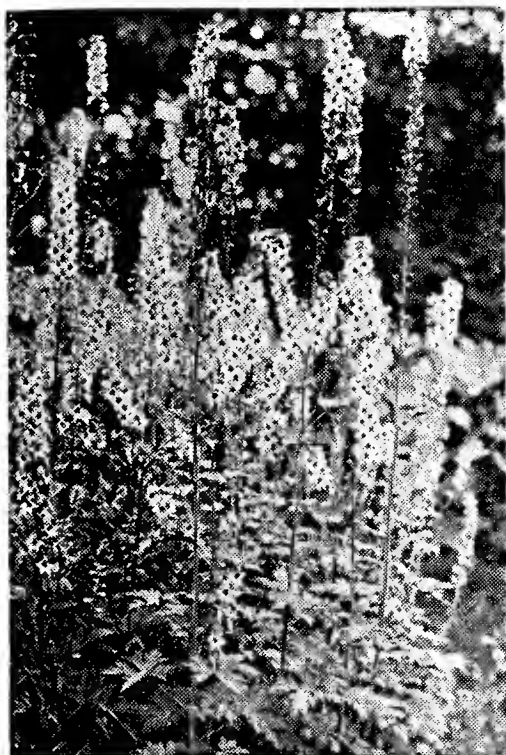
HYBRIDA. These seeds are from named varieties. The plants attaining a height of about four feet and in many colors. PKT., 10c; ⅛ OZ., 25c.

GAILLARDIA

THE BLANKET FLOWER. Resembling a daisy but of very large size and very showy. Excellent for cutting and very easily grown. Deserves a place in every garden. PKT., 10c; ⅛ OZ., 15c.

Delphinium (Perennial Larkspur)

Few plants are so handsome in the garden as the perennial larkspurs. The most important species in cultivation are the tall hybrids of which there are many varieties with a wonderful range of color, varying from the palest lavender through every shade of blue to deep indigo. They thrive in almost any situation and are easily increased, being perfectly hardy. All varieties, Pkt. 10c, 1-16 oz., 40c.



Delphinium

DELPHINIUM BELLAMOSUM. The best variety of the dark blue delphiniums, with intensely rich coloring.

BELLADONNA. Exquisite shade of light blue, thickly set on long and sturdy spikes. Very pretty.

GOLD MEDAL HYBRIDS. An excellent range of all the characteristic colors. Seeds saved from selected plants.

HOLLYHOCK STRAIN. This striking type introduced by us as a novelty in 1929 is the result of several years of painstaking reselection and is a fine mixture of all light shades, pale clear blue predominating. Flowers are large, truly double and well placed on long spikes reminding one of a hollyhock.

DELPHINIUM CARDINALE (Red Perennial Larkspur). An unusual Delphinium growing 3 feet high. The orchid-like flowers are a brilliant scarlet in color. One of the most brilliant and effective varieties. PER PKT., 10c.

IMPROVED ORIENTAL POPPY

For gorgeous coloring and display the Orientale poppies have few rivals among hardy plants. A magnificent effect is produced by planting shrubberies and perennial borders. By cutting the flowers while they are in bud they last well as cut flowers.

ORIENTALE. This is the most showy of all perennial poppies. Immense scarlet red flowers borne profusely during late May and June. Plants grow 2 to 3 feet tall and flower very freely. PKT., 10c; 1/8 OZ., 30c.

ACHILLEA

THE PEARL. Popular perennial of pure white double flowers. Good for floral pieces or bouquets and for cemetery planting. Height, 1½ feet. PKT., 10c; 1-16 OZ., 25c.

HARDY CANDYTUFT

GIBALTARICA. Large showy flowers; lilac shading to white. 1 to 2 feet; blooms April and May. PKT., 10c; 1-16 OZ., 60c.

ACONITUM (Monkshood)—Porcelain blue, hood-shaped flowers, 2 feet.

ADONIS. Early flowering. Covered with large yellow blossoms.

AGROSTEMMA. Rose of Heaven. Flowers are light rose shaded white.

ANEMONE. Coronaria. Hardy plants, fine for permanent borders. Height 10 inches.

ANTHEMIS. Goldea Marguerite. Golden yellow daisy-like flowers. Very hardy.

ARABIS. Early flowering and hardy. Snowy white blossoms. Called rock-cress.

ASTERS, PERENNIAL. Colors purple and white and are very attractive.

AUBRETIA, HYBRIDA. Large flowers. White, red and blue shades mixed.

BOLTONIA. Resembles Perennial Aster. Pink and white mixed.

BOCCONIA. Plume Poppy. Creamy white blooms.

CERASTIUM or Grasswort. Creeping perennial, gray leaves with white flowers.

FLAX. Perennial varieties mixed. Blue and white and very charming.

GYPSOPHILIA. Baby's Breath. Extensively used for decorating. 1½ feet.

HIBISCUS. Marshmallow Marvels. Large profuse blooms—pink, red, white.

LYCHNIS. Chalcidonica. Scarlet perennial of easy culture. Blooms first year.

LUPINS. Reaches height of two feet with beautiful flower spikes.

LATHYRUS. Perennial sweet pea. Succeed in most any soil. All colors.

MALVA. Muskmalloes. Sweet scented flowers of a rose and white shade.

PLATYCODON. Japanese bell flower. Low growing and can be used for borders.

RUDBECKIA. The purple cone flower. Blooms all summer in the form of daisies.

SALVIA. Mixture of Farinacea and Argentea. Lavender blue and whitish flower.

STATICE. Sea Lavender. Used for bouquets, similar to Baby's breath.

SWEET ROCKET. Hesperis. Panicles of white and lilac colored flowers mixed.

SWEET WILLIAM. Very showy with wide color range. Good for border work.

VALERIANA. Large flowers, bright red and of spicy fragrance. Two feet.

PRICES ON ALL OF THE ABOVE ARE 10c PER PACKET.

Reliable Vegetable Seeds

ASPARAGUS

Palmetto. Pkt., 5c; ¼ lb., 30c; lb., \$1.00.

BEANS

Dwarf Wax Varieties:

Improved Golden Wax, Pkt., 5c; ¼ lb., 15c; lb., 45c.

Green Pod Varieties:

Stringless Green Pod. Pkt., 10c; ¼ lb., 15c; lb., 45c.

Pole Beans:

Kentucky Wonder. Pkt., 5c; ¼ lb., 15c; lb., 35c.

BEETS (Table)

Crosby's Egyptian. Pkt., 5c; ¼ lb., 30c; lb., 90c.

Detroit Dark Red. Pkt., 5c; ¼ lb., 30c; lb., 90c.

CABBAGE

Copenhagen Market. Pkt., 5c; ¼ lb., \$1.50; lb., \$5.00.

CARROTS

Danver's Half Long. Pkt., 5c; ¼ lb., 30c; lb., \$1.00.

CAULIFLOWER

DANISH GIANT (or Dry Weather). Pkt., 20c; ¼ lb., \$7.50; lb., \$24.00.

CUCUMBERS

Jersey Pickling. Pkt., 5c; ¼ lb., 50c; lb., \$1.50.

Davis Perfect. Pkt., 5c; ¼ lb., 75c; lb., \$2.00.

Extra Long. Pkt., 5c; ¼ lb., 55c; lb., \$1.75.

KOHLRABI

Early White Vienna. Pkt., 5c; ¼ lb., 75c; lb., \$2.50.

LETTUCE

Heading Varieties:

Big Boston. Pkt., 5c; ¼ lb., 75c; lb., \$2.50.

New York. Pkt., 5c; ¼ lb., \$1.00; lb., \$3.50.

Prizehead. Pkt., 5c; ¼ lb., 65c; lb., \$2.00.

Loose Leaf Lettuce:

Grand Rapids. Pkt., 5c; ¼ lb., 65c; lb., \$2.00.

Simpson Black Seeded. Pkt., 5c; ¼ lb., 65c; lb., \$2.00.

PEAS

Little Marvel. Pkt., 5c; ¼ lb., 20c; lb., 55c.

Peter Pan. Pkt., 5c; ¼ lb., 20c; lb., 55c.

Main and Late Crop Peas:

Melting Sugar Peas. Pkt., 10c; ¼ lb., 25c; lb., 60c.

Telephone. Pkt., 5c; ¼ lb., 20c; lb., 55c.

PEPPERS

Large Bell or Bull Nose. Pkt., 5c; ¼ lb., \$1.75.

RADISH

Early Scarlet Globe. Pkt., 5c; ¼ lb., 35c; lb., \$1.25.

French Breakfast. Pkt., 10c; ¼ lb., 35c; lb., 75c.

Icicle. Pkt., 5c; ¼ lb., 30c; lb., \$1.00.

Sparkler. Pkt., 5c; ¼ lb., 30c; lb., \$1.00.

RUTABAGAS

American Purple Top. Pkt., 5c; ¼ lb., 25c; lb., 75c.

SALSIFY

Sandwich Island. Pkt., 5c; ¼ lb., 60c.

SQUASH

Hubbard Warded. Pkt., 5c; ¼ lb., 45c; lb., \$1.50.

Summer Crooked Neck. Pkt., 5c; ¼ lb., 45c; lb., \$1.50.

SPINACH

Long Season. Pkt., 5c; ¼ lb., 15c; lb., 50c.

SWEET CORN

Banton Evergreen. Pkt., 5c; ¼ lb., 15c; lb., 40c.

Early Dow. Pkt., 5c; ¼ lb., 15c; lb., 40c.

Golden Bantam. Pkt., 5c; ¼ lb., 15c; lb., 40c.

ONION SEED

Large Red Wethersfield. Pkt., 5c; ¼ lb., 60c; lb., \$2.00.

Prizetaker. Pkt., 5c; ¼ lb., 75c; lb., \$2.25.

Southport White Globe. Pkt., 5c; ¼ lb., 90c; lb., \$3.00.

MUSKMELONS

Extra Early Osage. Pkt., 5c; ¼ lb., 65c; lb., \$2.00.

PARSLEY

Champion Moss Curled. Pkt., 5c; ¼ lb., 35c.

PARSNIPS

Hollow Crown. Pkt., 5c; ¼ lb., 30c; lb., \$1.00.

SWISS CHARD

Lucullus. Pkt., 5c; lb., 90c.

TOMATOES—RED

Avon, Early. Pkt., 15c; ¼ lb., \$2.75.

Earliana. Pkt., 5c; ¼ lb., \$1.00.

John Baer. Pkt., 10c; ¼ lb., \$1.50.

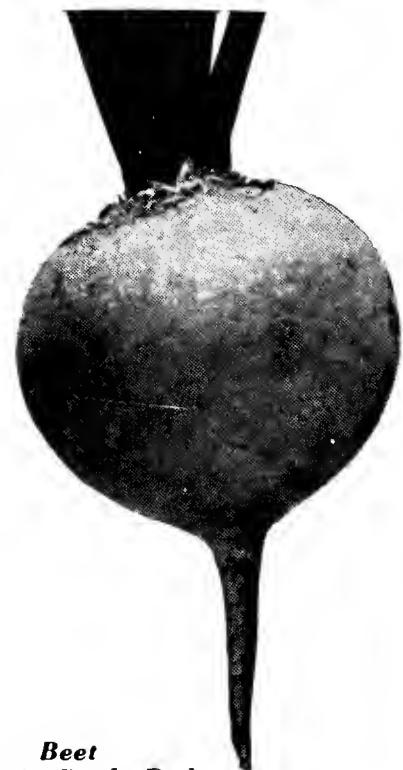
WATERMELON

Kleckley Sweet. Pkt., 5c; ¼ lb., 40c; lb., \$1.15.

HERBS

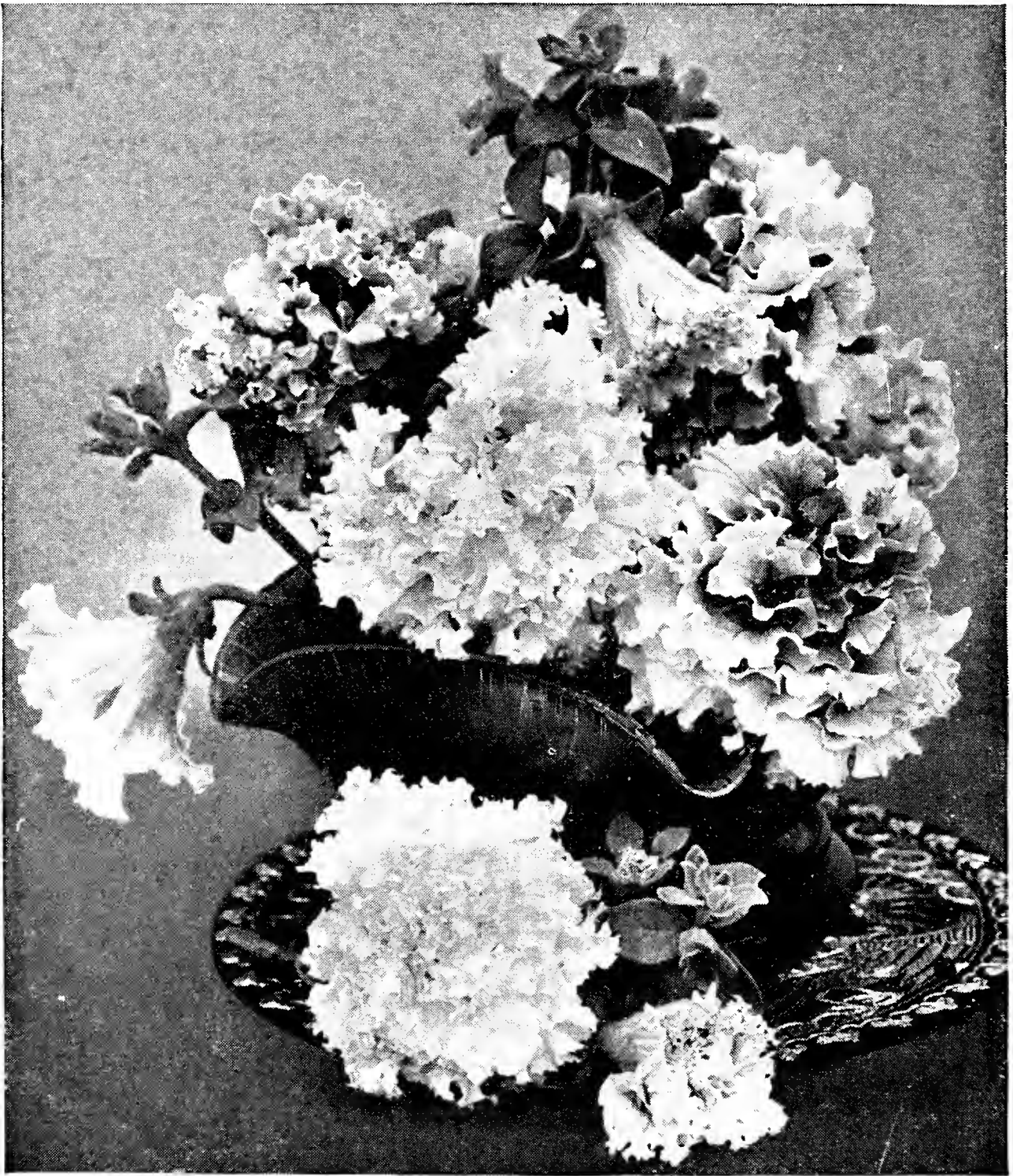
Dill. Pkt., 5c; ¼ lb., 40c.

Sage. Pkt., 5c; ¼ lb., \$1.50.



Beet
Detroit Dark Red

Magnificent Double-fringed Petunias



Petunia Double Large Flowering Choice Fringed Mixed

DOUBLE LARGE FLOWERING CHOICE FRINGED MIXED

These new Double Fringed Petunias have never been surpassed in beauty, size, form or color, and much selection in crossing these flowers make this magnificent strain possible. A good percentage come true, and each flower is fluted, frilled, ruffled and pinked in such a way as to give a sensational effect of beauty and color. Don't cull out the seedlings which seem to grow the slowest and have crumpled foliage. These are the ones which produce the finest flowers. Several seed houses are asking from 35c to 50c per packet, for this high priced seed.

SINGLE LARGE FLOWERING GIANTS OF CALIFORNIA

This strain bears gigantic flowers often 5 or more inches in diameter. They embrace every conceivable shade of crimson—pink, lavender, yellow, black, pure white, etc. One of the chief points of excellence is the deep throat and diversity of veining in the throat. Many of the flowers have a clear yellow throat while others have a pure velvety black, one so deep that it seems to show no veining; many are deeply lined and netted on a white, pink, or lavender ground. Flowers are beautifully ruffled and frilled. Mixed colors.

Above varieties, per pkt., 25c. "NEW DEAL" Price—Four pkts., 50c (if total order amounts to \$1.00).